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IMPROVING ENTERPRISE DECISION-MAKING PROCESS BY UTILIZING BUSINESS ANALYTICS

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SUMMARY

This thesis investigates the potential of using Business Analytics to support organizational performance by optimizing strategic decision-making in the field of human resources. The research leverages advanced data processing and analysis methods, demonstrating the added value that analytical tools can bring to human capital management—particularly in processes such as analyzing employee perception and sentiment, estimating attrition risk, and predicting individual performance. The author's personal contributions include the systematic testing and comparison of a diverse range of algorithms and analytical techniques to identify the most effective solutions for the studied cases, as well as the development of an original conceptual framework. This framework proposes an integrated, adaptable, and practically applicable approach that supports data-driven decision-making in human resource management and contributes to the sustainable improvement of organizational performance.

Keywords: *Artificial Intelligence, Data Analysis, Business Analytics, Business Process Optimization*