Chapter 7
Future Trends in Business Intelligence in the Jordanian Industry

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ABSTRACT

Despite the increased technological development, the Jordanian industrial sector has faced major challenges in utilizing data. This chapter presents an agile business intelligence framework that suits the industrial environment of Jordan and concretely addresses the pivotal inadequacies concerning the ecosystems of data, infrastructures, skills, and organizational culture. The framework merges new technologies with local restrictions using a stepwise approach and specific elements for zones like manufacturing, pharmaceuticals, and textiles. Implementation guidelines can lead to improvements in operational efficiency, market responsiveness, and competitive advantage. The methodology harmonizes global best practices with regional limitations and offers practical paths for organizations at different levels of digital

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maturity to implement these practices. This study helps to know localized BI strategies in developing economies and offers a sustainable digital transformation blueprint for the industrial landscape of Jordan.

INTRODUCTION

Business Intelligence (BI) forms a part of the modern competitive edge in industries that allows organizations to mold raw data into useful information for making strategic decisions (Zanke & Sontakke, 2024). In developing countries like Jordan, the industrial sector plays a fundamental economic role in about 24% of the total national GDP, and a large percentage of the workforce is employed by this sector (Abuoliem et al., 2019). On another note, though, the adoption and implementation levels of advanced BI technologies in Jordanian industries are rather low and basic compared to global standards (E'Leimat et al., 2022).

The industrial landscape of Jordan covers various subsectors of manufacturing, pharmaceuticals, textiles, and food processing that have different challenges in operations and require the use of data for their activities (Ministry of Industry, Trade and Supply, 2022). Recent government initiatives like the Jordan Economic Growth Plan 2018-2022 and Jordan Vision 2025 have given digital transformation a prime emphasis, but their implementation faces several impediments.

The global BI market is estimated to be $33.3 billion by the year 2025 (globenewswire, 2025), with trends more toward the integration of artificial intelligence, self-service analytics, data democratization, and Cloud-based solutions. These would further advance industrial operations all across the world (Bhambri & Rani, 2024), which means opportunities and challenges for developing economies such as Jordan.

Despite recognition of BI's importance, Jordanian industries face several critical challenges in effective implementation:

1. Limited financial resources and budget constraints (Jaradat et al., 2024; Matar et al., 2024).
2. Lack of technical infrastructure (Al-Okaily et al., 2023; Hamad et al., 2021).
3. Shortage of skilled personnel and expertise (Alsmadi & Omar, 2022; Altarawneh, 2024).
4. Data quality and integration issues (Al-Okaily et al., 2023; Jaradat et al., 2024).
5. Organizational resistance to change (Hmoud et al., 2023; Obeidat, 2022).
6. Lack of top management support and awareness (Jaradat et al., 2024; Matar et al., 2024).
7. Security concerns (Jaradat et al., 2024).
8. Strategic alignment issues (Eyadat et al., 2025; Kasasbeh et al., 2021).