Editorial

Predictive Analytics, Entrepreneurship and Enterprise Computing

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Technology innovation and enterprise are the focus of this edition of the *International Journal of Knowledge, Innovation and Entrepreneurship,* with papers covering predictive analytics, entrepreneurship, green computing and software development.

The issue begins with a paper by James Ogunleye which focuses on predictive analytics and how data-driven organisations might minimise main limitations of predictive analytics. This paper argues that predictive analytics can only achieve so much and that the technology can be limited by errors of omission or commission on the part of businesses and their analytics teams, and suggests a number of measures that users can take to minimise the limitations. The paper concludes that despite the good intention of organisations and their analytical teams to minimise aspects of limitations of predictive analytics through machine learning algorithms based on artificial intelligence, there is, in essence, no sustainable alternative to good data quality assurance.

Ogunleye's paper is followed by that of Fatima Zohra, Misbah Iqbal and M. Fahad Khan—on 'Green computing through modeling network servers and power reduction in portable devices through solar energy'. The paper examine issues such as 'green' use, design, manufacturing and disposal of computing devices 'in such a way that reduces their power consumption, resource utilization and the effects on the environment'. The paper concludes with a methodological approach, 'greener approach to energy consumption of smartphones and related portable devices'.

Jørgen Ravn Elkjær's paper on 'Entrepreneurial Obstacles to Growth' explores the 'importance of learning and organisational participation … as part of a solution to the challenge of organisational inertia in case of increased international involvement'. The paper argues that 'firms in a volatile environment develop their own experience, which then diminishes the effect of congenital learning stemming from the founder's background'. It posits that entrepreneurs with good international experience are 'able to identify more opportunities in international markets than those without their level of experience'.

The paper by Fatima Zohra, Misbah Iqbal and Nadeem Majeed concludes this edition of the journal. The paper is entitled 'Multi-Site Software Development and Its Challenges in Requirements Engineering Using Goal Based Approach' and is sought to 'identify the challenges of Global Software Engineering in multi-site software develop-

ment and its influence on factors of development'. The paper also examines ways of supervising and managing these challenges in order to perform the multi-site offshore development effectively and efficiently.