

## REFERENCES

- Albashrawi, M. (2016). Detecting Financial Fraud Using Data Mining Techniques: A Decade Review from 2004 to 2015. *Journal of Data Science, 14*(3), 553-569.
- Balaji, S., & Srivatsa, S. K. (2012). Decision Tree induction based classification for mining Life Insurance Databases. *Int J Comput Sci Inf Technol Secur (IJCSITS), 2*, 699-703.
- Çelik, S., & Kayali, M. M. (2009). Determinants of demand for life insurance in European countries. *Problems and perspectives in management, 7*(3), 32-37.
- Cerny, P. A., & Proximity, M. A. (2001). Data mining and neural networks from a commercial perspective. In *ORSNZ Conference Twenty Naught One* (pp. 1-10).
- Chen, H., Chiang, R. H., & Storey, V. C. (2012). Business intelligence and analytics: From big data to big impact. *MIS Quarterly, 36*(4).
- Devale, A. B., & Kulkarni, R. V. (2012). Applications of data mining techniques in life insurance. *International Journal of Data Mining & Knowledge Management Process, 2*(4), 31-40.
- Goonetilleke, T. O., & Caldera, H. A. (2013). Mining life insurance data for customer attrition analysis. *Journal of Industrial and Intelligent Information, 1*(1).
- Hedgebeth, D. (2007). Data-driven decision making for the enterprise: an overview of business intelligence applications. *Vine, 37*(4), 414-420.
- Data mining techniques. In IBM. Retrieved November 18, 2017, from <https://www.ibm.com/developerworks/library/ba-data-mining-techniques/index.html>.

Insurance Regularity Commission of Sri Lanka. Retrieved November 18, 2017, from <http://www.ibsl.gov.lk/insurance-companies.html>.

Klumpes, P. J. (2004). Performance benchmarking in financial services: Evidence from the UK life insurance industry. *The Journal of Business*, 77(2), 257-273.

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, 30(3), 607-610.

Liao, S. H., Chen, Y. N., & Tseng, Y. Y. (2009). Mining demand chain knowledge of life insurance market for new product development. *Expert Systems with Applications*, 36(5), 9422-9437.

Mehregan, S., & Samizadeh, R. (2012). Customer Retention Based on the Number of Purchase: A Data Mining Approach. *International Journal of Management and Business Research*, 2(1), 41-50.

Mohapatra, S., & Tiwari, M. (2009). Using Business Intelligence for Automating Business Processes in Insurance. *IJACT: International Journal of Advancements in Computing Technology*, 1(2), 92-98.

Mosley Jr, R. C. (2012). Social media analytics: Data mining applied to insurance Twitter posts. In *Casualty Actuarial Society E-Forum* (Vol. 2, p. 1).

Ngai, E. W., Xiu, L., & Chau, D. C. (2009). Application of data mining techniques in customer relationship management: A literature review and classification. *Expert systems with applications*, 36(2), 2592-2602.

Olszak, C. M., Ziemba, E., & Koohang, A. (2006). Business Intelligence Systems in the Holistic Infrastructure Development Supporting Decision-Making in Organisations. *Interdisciplinary Journal of Information, Knowledge & Management*, 1.

Poleto, T., de Carvalho, V. D. H., & Costa, A. P. C. S. (2015, May). The roles of big data in the decision-support process: an empirical investigation. In *International Conference on Decision Support System Technology* (pp. 10-21). Springer, Cham.

Rahman, M. S., Arefin, K. Z., Masud, S., Sultana, S., & Rahman, R. M. (2017). Analyzing Life Insurance Data with Different Classification Techniques for Customers' Behavior Analysis. In *Advanced Topics in Intelligent Information and Database Systems* (pp. 15-25). Springer International Publishing.

Redzuan, H. (2011). Analysis Of The Demand For Life Insurance And Family Takaful. *Universiti Teknologi Mara Doctor of Philosophy*.

Sarkodie, E. E., & Yusif, H. M. (2015). Determinants of Life Insurance Demand, Consumer Perspective-A Case Study of Ayeduase-Kumasi Community, Ghana. *Business and Economics Journal*, 6(3), 1.

Shollo, A. (2011). Using business intelligence in IT governance decision making. *Governance and Sustainability in Information Systems. Managing the Transfer and Diffusion of IT*, 3-15.

Shyng, J. Y., Wang, F. K., Tzeng, G. H., & Wu, K. S. (2007). Rough set theory in analyzing the attributes of combination values for the insurance market. *Expert Systems with Applications*, 32(1), 56-64.

Sliwinski, A., Michalski, T., & Roszkiewicz, M. (2013). Demand for life insurance—An empirical analysis in the case of Poland. *The Geneva Papers on Risk and Insurance-Issues and Practice*, 38(1), 62-87.

Umamaheswari, K., & Janakiraman, S. (2014). Role of Data mining in Insurance Industry. *An international journal of advanced computer technology*, 3(6), 961-966.

Wikipedia. (2017). Business Intelligence. Retrieved November 18, 2017, from [https://en.wikipedia.org/wiki/Business\\_intelligence](https://en.wikipedia.org/wiki/Business_intelligence).

Xu, Z., Zhang, M., & Jiang, X. (2005, October). Business intelligence-a case study in life insurance industry. In *e-Business Engineering, 2005. ICEBE 2005. IEEE International Conference on* (pp. 129-132). IEEE.