



Journal of Competitive Intelligence and Management

Volume 4, Number 3, 2008



Co-Editors

Roberta Brody, PhD

Queens College, City University of New York, USA

Sheila Wright MBA (Warwick)

De Montfort University, Leicester, UK

Journal of Competitive Intelligence and Management

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Co-Editors' Letter

Roberta Brody

Queens College of the City University of New York, USA

Sheila Wright

De Montfort University, UK

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This issue of the *Journal of Competitive Intelligence and Management* contains four peer-reviewed articles. The first of these articles, "Issues in Defining Competitive Intelligence: An Exploration" considers how CI is currently defined in the literature and who defines the term. By examining definitions in documents as well as terms assigned by others to documents, trends in the ways in which the term competitive intelligence is currently used may be seen. While most definitions and descriptions of competitive intelligence are process-oriented, some also included descriptive deliverables and products. This research suggests that there is no one consistent definition of CI, though there are some dominant trends in terms of processes and products named.

James W. Hesford's "An Empirical Investigation of Accounting Information Use in Competitive Intelligence" the second article in this issue, presents a study in the use of competitors' accounting information by individuals engaged in competitive intelligence. The results show that competition, organizational support and accounting knowledge lead to greater use of accounting information in competitive intelligence activities. Accounting information was found to be positively associated with competitive intelligence unit effectiveness that, in turn, is positively associated with organizational performance.

The third article, "Competitive Intelligence as a Driver of Co-evolution within an Organization Population" by Mirva Peltoniemi and Elisa Vuori explores what might be the interactive and reactive consequences of CI activities within a population of competing organizations. Population level consequences are considered in co-evolutionary terms, using the Red Queen effect and emergence as constructs for conceptual analysis.

The last article in this issue, "The Emergence and Uniqueness of Competitive Intelligence in France" by Jamie Smith and Leïla Kossou considers French approaches to Competitive Intelligence. After establishing what form CI takes in French industry and language, the unique facets in France are discussed within the context of government initiatives, Chambers of Commerce and Industry, and Regional Intelligence. Also considered are the roles of graduate programs in the development

of CI in France, as well as the contributions of consultancies, support organizations, and academic research to the field.

About JCIM

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Co-Editors

Dr. Roberta Brody
Graduate School of Library and Information Studies
Queens College
City University of New York
USA
Roberta.Brody@QC.cuny.edu

Sheila Wright
Leicester Business School
De Montfort University
Leicester
UK
swmar@dmu.ac.uk



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About the Competitive Intelligence Foundation

Founded in 2005 by the Society of Competitive Intelligence Professionals (SCIP), the Competitive Intelligence Foundation (CIF) conducts and supports research on emerging issues and key trends that affect the practice of competitive intelligence and its ability to support key decision-makers and their organizations. The CI Foundation makes competitive intelligence knowledge visible and available through targeted publications including handbooks, studies, and survey reports. For information visit www.scip.org/cifoundation

About SCIP

The Society of Competitive Intelligence Professionals (SCIP) is the only global not-for-profit membership organization for everyone involved with the development and use of competitive intelligence. SCIP's mission is to enhance the success of its members through leadership, education, advocacy and networking. www.scip.org

About Competitive Intelligence

Competitive intelligence is the systematic and ethical process for gathering, analyzing, and managing information that can impact an organization's operations and plans. Competitive intelligence is a necessary, ethical business discipline for decision-making based on understanding the competitive environment.

