Bibliography and Assessment of Key Competitive Intelligence Scholarship: Part 4 (2003-2006)

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Abstract

In order to understand competitive intelligence and management from an academic or professional perspective, it is important to recognize its origins and development. By drawing upon various literatures predominantly in competitive intelligence, management, marketing, policy, and strategy, it has been possible to create a wide-ranging bibliography. Feedback relating to the three previous installments of this on-going and developing effort, has been incorporated to improve this compilation. This included the utilization of several new data sources, the inclusion of a broader range of keywords and the addition of a new category of publications called Theses and Dissertations. To this was added the application of straightforward bibliometric analysis, to further enhance its value.

Introduction

The literature that encompasses the scholarly area intersecting competitive intelligence (CI) and management has grown rapidly in the last two decades. To understand CI and management from an academic or professional perspective, it is important to understand its origins and its development. In this work, the authors have culled the literatures of competitive intelligence, business intelligence, management, marketing, business policy and strategy to create a wide-ranging bibliography. Reflecting the depth and breadth required in the 'art' and 'science' of CI and management, this bibliography contains books, book chapters, academic research papers, dissertations/theses, articles, monographs, and practitioner pieces from globally recognized sources.

The reference list allows for additional insights into the paths and trends inherent in CI and management literature. The first 'critical mass' of such scholarship arose during the 1980s,

although scattered references to the field have already been identified as far back as 1930 (Childs 1930) in the industrial economics and embryonic business and corporate strategy literature and as far back as 1905 (Greene, 1905) in the business intelligence literature.

The first significant empirical studies of the field were not published until the late 1980s, approximately the same time frame during which the first book-length publications appeared. This fruitful genesis was followed by a proliferation of CI and management scholarship during the 1990s. This was most likely a manifestation of the growing number of MBA programs offered in institutions of higher education, specialist publications, easier access to the Internet, the proliferation of, and increasingly free access to, electronic databases and an increased professional interest in the field. The body of CI scholarship has accumulated and grown significantly throughout the 1990s and continues to expand today. This article identifies the work of writers on CI between the years 2003 and 2006. To this, should be added, three previous comprehensive compilations, (Dishman *et al*, 2003), (Fleisher *et al*, 2003), (Knip *et al*, 2003), to form a unique compilation which is the most comprehensive listing of CI knowledge produced to date.

Categorization Scheme Employed

The bibliography is organized first chronologically (e.g., 2003, 2004, 2005 to 2006), and then by type of publication. The categorization scheme also uses five publication types. In the following section, we attempt to describe how choices were made to slot particular writings into each of the five categories. The five categories used were:

- *Book:* This category was composed of full-length manuscripts which had International Standard Book Numbers (ISBN), or were full sized research reports/ monographs with a Library of Congress number.

- *Book Chapters:* This category comprised individual writings included in larger edited collections. These are ordinarily published by well-known publishing houses which offer a wide range of these forms of cohesive collections of individual chapters, and which sometimes include CI subject-matter. In some cases, this category may also include papers published in scholarly conference proceedings.

- *Scholarly Articles:* This category identified articles which had been written primarily for academic audiences, university instructors, researchers or graduate students. Within that boundary though, we chose not to distinguish between Journals which operated a peer-reviewed process and those which did not. Even with a well known peer-reviewed title, there may be occasions where invited articles have been published and it was felt unnecessary to make that distinction here. Authors of invited papers would nevertheless, have been required to adopt the same style and format for their submission and as such, would warrant inclusion. Papers written with a substantial grounding in the academic literature as demonstrated by references to the literature, academic studies, or academic theories were included in this category. This stipulation also included papers in well-regarded publications such as *Harvard Business Review* or *Sloan Management Review*, all of which are directed ostensibly toward academic audiences, albeit read equally frequently by executives. Articles in refereed

academic (but not professional or trade) conference proceedings were also placed in this category.

- *Practitioner Articles:* This category was composed of writings that were primarily targeted at practitioner readers and audiences. As such, content from the major business magazines such as *Business Week, Forbes and Fortune*, for example, would be slotted here as well as writings in lesser circulated industry and specialty publications.

- *Dissertations and Theses:* This category was composed of full length research studies that resulted from the authors having successfully completed a graduate degree at a post-secondary institution. Dissertations and theses are far more comprehensive in nature than all the other categories with the possible exception of books, and many dissertations or theses are converted into scholarly articles and/or books after having been accepted at the Universities where they were conducted. These contributions will ordinarily be the most thorough, will include relevant and detailed literature reviews, make original contributions to the body of knowledge in the field, employ appropriate research methods which examine the phenomena under study, and include a very detailed listing of references from which their theoretical and methodological bases were drawn.

Sources Scanned

This effort utilized a variety of secondary sources including both digital and non-digital databases. Databases scanned included virtually all the major ones commonly found in university libraries. The full listing is provided in Appendix 1. A major and comprehensive Internet search of major on-line booksellers in North America, the EU, Oceania and Asia was conducted as well as an exhaustive search of over a dozen online search engines. A listing of the latter group is given in Appendix 2. Other more specialized online sources that are known to carry CI referencing, articles or databases were also interrogated.

The content of both key Society of Competitive Intelligence Professionals (SCIP) publications: *Journal of Competitive Intelligence and Management* and *Competitive Intelligence Magazine* have been included, but we have not cited the short articles from the member newsletter, *SCIP Online.*

We also conducted a complete scan of the book publications through the US Library of Congress and its Canadian equivalent as well as online U.S. and Canadian university catalogues. Lastly, we also scoured the bibliographical listings offered in these published CI books as well as those included in the SCIP publication reference listings.

Search Terms Used

The main difficulty with this type of research exercise, is reaching agreement on what items to include and what to exclude. The authors, along with several other experienced CI professionals, went through multiple iterations of rankings with an evolving list of search terms, deleting those that were not deemed to be highly indicative of competitive intelligence and management and retaining those that were viewed as uniquely and/or synergistically contributing to the final item

grouping. The final consensus was a list of some 45 key terms and phrases. These are listed in Appendix 3.

Criteria and Scope for Inclusion and Exclusion

In any comprehensive bibliographic effort such as this, the authors have to make important decisions about the items which are included and those which are not. Having carried out the search exercise, it was time to decide on the 'rules' which would guide item inclusion. The authors utilized the following guidelines:

- Explicitly referred to 'competitive intelligence' and its management. Assuming they met our other criteria, nearly all the articles in the two main Society of Competitive Intelligence Professionals (SCIP) publications: *Journal of Competitive Intelligence and Management* and *Competitive Intelligence Magazine,* were included. We had also intended to include relevant articles from the mixed English/Spanish language magazine, published by EMECOM in Spain, entitled *Puzzle - Revista Hispana de la Inteligencia Competitiva.* Unfortunately, we were only able to obtain accurately translated listings for 2006. It was decided that including just one year, would skew any subsequent analysis so this publication, although likely to have relevant content, is not yet represented here.

- Overtly covered CI, business competition, and/or its management as detailed by including these terms in a title, in a foreword, executive summary, keyword listing, abstract, or as covered in chapter content.

- Appeared in recognized publications such as those hard copy publications with International Standard Book Numbers (ISBNs), International Standard Serial Numbers (ISSNs) or related international library/congress organization classifications. This meant that an item that was only published on an Internet site and that did not have a Library of Congress classification would be excluded from the list.

- Were longer than one printed page or greater than 500 words. Our goal in this listing was to capture *substantial* items, particularly in the listing's scholarly sections. We purposely excluded opinion-editorial pieces, regular columns of under 500 words, and other items that were clearly editorial or advertorial in nature. A shorter item than this may occasionally be found in the 'Practitioner Articles' section, but is not likely to appear anywhere else in this listing.

- Related directly to the CI process, such as an article on competitive data gathering or competitive analysis techniques. Excluded were items that were clearly not focused on CI and management topics even though the general topic may have been related to the CI cycle. Pieces on intellectual capital, knowledge management, classic strategy texts, financial ratio and statement analysis, are good examples of the type of material we excluded.

The general philosophy was to exclude subject matter in related fields to CI where the coverage was clearly not on the 'competitive,' 'business' 'commercial' or 'management' aspects of intelligence practice or scholarship. As such, writings focused purely in the subject matter areas

of business intelligence (i.e., those heavily emphasizing technological facets), economic espionage, information technology (IT), military or security intelligence studies, and knowledge management (KM), were excluded if they didn't make an explicit reference to 'CI' and its management.

Although we recognize that this selection criteria has a high degree of subjectivity, classic strategy writings were also generally excluded unless they were commonly cited in CI books and/or in the writings of recognized CI authors. Extensive cross-checking of existing CI reference lists, CI key words, and CI writers' work was also undertaken to further ensure cohesion and reliability within the selected domain.

Discretionary Filters Used

It is not sensible to apply filters to search results in an automaton manner. There has to be some degree of discretion in interpretation for acceptability. A number of questions were posed as we sifted through the search results. The answers to these questions determined whether the citation was deemed suitable for inclusion or not. In no particular order, these were:

- *Was the article about business/commercial/economic competition, competitors, or the competitive business/commercial environment?* If so, it would be considered for inclusion

- *Was the article intelligence-focused, about competitive intelligence, or named as such?* Articles about emotional intelligence, political intelligence, cognitive intelligence, social intelligence and the like were generally excluded. Articles about how studying the emotional intelligence of a competitor's executives and how that might be used in positioning one's own firm in the competitive marketplace would, ceteris paribus, likely have been included.

- *Was the article a commercial publication?* Reports, general articles and "white papers" commissioned from, or written by, consultants or employees of a firm, primarily for commercial or advertising purposes were excluded from consideration, unless, atypically, these had been subject to a recognized external review process, prior to publication.

- *How relevant to CI was the terminology used in the article?* Articles which were primarily about Data Mining, Information Technology in focus or Knowledge Management were excluded, particularly those where there was an insignificant or total lack of focus on competition, competitor knowledge, external events and the like. Articles which were clearly in the domain of Competitive Technology Intelligence (CTI) were included using this filter.

- *Does the article recognize commercial ethical boundaries?* Articles about espionage, legal boundaries and blatant spying would be excluded in this filter. Material had to acknowledge the ethical boundaries we would accept in the business and commercial CI field. Hence, a terrorist story, interrogation by chemical means, or paper about how to perform wiretapping to uncover corporate secrets, would be excluded.

- *How much of the article was central to CI practice?* Mainstream strategy or marketing pieces that did not refer to CI, even in its broadest definition, or the process by which companies and

their decision makers compete/position themselves were excluded. A resource-based value theory or marketing research technique article would not be included unless it specifically addressed how these could be used as CI for strategic, operational or tactical decision making purposes. Even though these theories may indeed underlie the work of CI practitioners or scholars, these were viewed as complementary, not central, to the CI field.

Limitations and Caveats

In any bibliographic research effort of this magnitude, there are likely to be the existence of either Type I or Type II research errors (i.e., the inclusion of items that should have been excluded, or exclusion or items that should have been included). This is most likely to occur in efforts where the definition of the field has not been agreed upon, where the field has been in flux either practically or academically, and where there is much blurring of lines between recognized disciplines. The field of CI and its management suffers from a variety of semantic and domain ambiguities that remain unresolved after several decades of research work.

Until, or unless, these matters are resolved, efforts such as this one, which have as a goal to produce an agreed upon and broadly acceptable bibliography 'of the field', will remain somewhat controversial.

Because of these outstanding problems of definition and domain, it is more important that we are explicit about some of the limitations of the process and research we employed to produce this listing. Some obvious limitations to the search process we employed include the following:

1) There are some publications in proprietary databases or limited circulation subscription-only publications that have not been captured. Nevertheless, we focused primarily on information which was widely available in the public domain, and that had clear, registered copyrights.

2) We searched mainly in the English language sources. This leaves out some very important material which has been written in other languages: German, Czech, Finnish, French, Japanese, Mandarin, Portuguese, Russian, Spanish and Swedish, that we know of. Where it was possible for an accurate English translation of the work to be made, then suitable items were included.

3) Some 'difficult to obtain' scholarly literature eluded us, especially that in unpublished working paper formats, articles under review, or papers presented at conferences without resultant published proceedings. Obviously, these were not available for review or inclusion.

4) Although we typically reviewed the tables of contents of most edited volumes, books, and textbooks that we found as part of our population of interest, there were a small number of surface relevant books that, due to a variety of reasons, we were unable to acquire. Again, these were not available for review or inclusion.

Analysis of the Literature

Based on feedback received of the three prior JCIM bibliographic listings, the authors deemed it important to go beyond the listing and categorization of the data. Both reviewers and commentators of the prior pieces felt it would be worthwhile to analyze it further, in order to arrive at some preliminary views about how the literature in the field has and is evolving. A key purpose behind performing this activity would be to help identify those areas that may require further strengthening, those that may already have reached a "saturation" point or diminishing marginal returns, as well as to highlight trends in the literature that might help readers gain a greater appreciation for where practice or scholarship can benefit from research.

The authors do not claim this article to be a full bibliographic study although the potential for this to be carried out is referred to in the next section. Instead, we use simple bibliometric procedures to provide a series of overview type citations analysis, with the aim of showing trends, book output by publisher, exposure in scholarly outlets, links by discipline, individual publishing track records, and an assessment of the theses and dissertations.

Books and Book Chapters

Table 1 identifies the number of relevant publications, by category, by year.

Table 1: Number of Relevant Publications 2003-2006

Category	2003	2004	2005	2006	TOTALS
Books	26	16	9	15	66
Book Chapters (additional to those in Books category above)	3	1	0	2	6
Scholarly Articles	33	40	43	33	149
Practitioner Articles	97	90	76	93	356
Theses and Dissertations	8	16	6	4	34
TOTALS	167	163	134	147	611

The peak year, in total, was 2003, a figure boosted by a higher than average book output. Only scholarly articles and theses and dissertations increased in 2004, most other output has dropped between 2003 and 2006. Book chapters published outside of those already included in the CI specialist titled books section, were minimal. These were chapters which appeared in information and communication technology, e-commerce type texts, or were included in published conference proceedings.

In order to see if there were certain publishers likely to be active in the CI domain, Table 2 identifies the number of books by publisher between 2003 and 2006. Several other publishers have produced one text at one time during the period but these have been excluded from this league table.

Table 2: Number of Books, by Publisher 2003-2006

Publisher	2003	2004	2005	2006	TOTALS
John Wiley & Sons	2	0	2	1	5

	2003	2004	2005	2006	TOTALS
South-Western	3	2	0	0	5
Praeger Books	3	0	1	0	4
EMECOM	0	0	0	4	4
APQC	1	2	0	0	3
Auerbach Publications	0	0	0	3	3
Elsevier	1	1	0	0	2
Palgrave Macmillan	1	1	0	0	2
Butterworth Heinemann	0	1	1	0	2
McGraw Hill	0	1	1	0	2
Springer-Verlag	1	0	1	0	2
Oxford University Press	0	2	0	0	2

John Wiley & Sons, South-Western, Praeger Books, EMECOM and Auerbach Publications take the top 6 positions and together, they have supported the publication of 24 specialist texts on CI. Several of these were edited texts which provided the opportunity for topic specialists and experts to make their contribution by writing individual chapters, many of which might otherwise have ended up being submitted to journals for publications in those outlets. Authors who have made a contribution by writing more than one chapter over the period are shown in Table 3.

Table 3: Authors of Book Chapters 2003-2006

Name	*2003*	*2004*	*2005*	*2006*	*TOTALS*
Fleisher, C. S.	6	0	2	0	8
Blenkhorn, D. L.	3	0	3	0	6
Vriens, D.	5	0	0	0	5
Achterbergh J	3	0	0	0	3
Vennix, J.	3	0	0	0	3
Hohoff, B.	0	0	0	3	3
McGonagle, J. J.	0	0	0	3	3
Bensoussan, B.	1	0	1	0	2
Hendriks, P.	2	0	0	0	2
Knip, V.	1	0	1	0	2
Tyson, K.	0	0	0	2	2
Vella, C. M.	0	0	0	2	2
TOTALS	24	0	7	10	41

Scholarly Articles

Table 4 identifies the distribution of scholarly articles within publishing outlets. The majority of these outlets are recognized as blind-refereed academic journals. Consequently, for their articles to be published, authors are expected to meet an agreed standard of rigor in their work.

Table 4: Number of Scholarly Articles by Journal 2003-2006

Journal Title	*2003*	*2004*	*2005*	*2006*	*TOTALS*
Journal of Competitive Intelligence and	11	18	11	5	45

Management (JCIM)					
ACM SIGMIS Database			1		1
Advances in Competitiveness Research	1				1
ASQ World Conference on Quality and Improvement Proceedings			1		1
Association for Computing Machinery, Communication of the ACM			1		1
BT Technology Journal			1		1
Business Horizons			1		1
Business Information Review				1	1
Communication of AIS	1				1
Cornell Hotel and Restaurant Administration Quarterly			1		1
Data Science Journal			1		1
Engineering Management Journal	1				1
European Journal of Marketing				1	1
European Management Journal			1		1
Handbook of Business Strategy		1			1
Harvard Business Review	1				1
Industrial Marketing Management	1				1
Information Development				1	1
Information Management and Computer Security			1		1
Information Management Journal		3	1		4
Information Systems Management				2	2
International Journal of Bank Marketing			1		1
International Journal of Contemporary Hospitality Management				1	1
International Journal of Information and Management	1				1
International Journal of Intelligence and Counter-Intelligence			1	1	2
International Journal of Management				1	1
International Journal of Social Economics			1		1
International Journal of Technology Intelligence and Planning (IJTIP)			2	8	10
International Journal of Technology Management			1		1
Journal of American Academy of Business	1			1	2
Journal of American Society for Information, Science and Technology		1	1		2
Journal of Business and Financial Librarianship	1				1
Journal of Business and Industrial Marketing		1			1
Journal of Business Strategy	1				1
Journal of Education for Library and Information Science			1		1

Journal of Engineering and Technology Management		1			1
Journal of Information Science		1			1
Journal of Intellectual Capital				1	1
Journal of Intelligent Manufacturing		1			1
Journal of Internet and Enterprise Management			2		2
Journal of Knowledge Management	3	2		2	7
Journal of Legal Studies Education	1				1
Journal of Management Development			1		1
Journal of Management Information Systems			1		1
Journal of Marketing		1			1
Journal of Marketing Management	1				1
Journal of Medical Marketing				2	2
Journal of Strategic Information Systems		1			1
Journal of Workplace Learning			1		1
Knowledge and Information Systems		1			1
Marketing Intelligence and Planning	2	3	5	1	11
Marketing Science			1		1
MIT Sloan Management Review			1		1
Online			1		1
Online Information Review		1			1
Problems and Perspectives in Management				1	1
Production Planning & Control				1	1
Qualitative Market Research: An International Journal		1			1
R&D Management	1	1			2
S.A.M. Advanced Management Journal	1				1
South African Journal of Information Management	5			1	6
Technology Analysis and Strategic Management		1			1
Technovation		1			1
The Electronic Journal of Knowledge Management				1	1
The Learning Organization				1	1
TOTALS	34	40	42	33	149

The *Journal of Competitive Intelligence and Management* (JCIM) has been listed at the head of this alphabetically ordered table. As might be expected, JCIM was the host for the largest number of CI related articles for the period, with 45. Second placed was *Marketing Intelligence and Planning* with 11. Third placed was *International Journal of Technology and Planning* (IJTIP) with 10. Fourth placed was *Journal of Knowledge Management* with 7. For graduate students, researchers and/or scholars looking for important and/or new developments in the CI domain, these might be the best places to start their search.

What is immediately obvious from this fragmented list is that while 45 (30%) of CI scholarly articles can be found in one publication, the remaining 104 (70%) are spread incredibly thinly across 64 titles. What may be even more concerning to those individuals who are interested in

seeing the field of CI move closer toward the mainstream of business practice is that very few articles about CI show up in the so-called "top tier" and most rigorously refereed business journals. Although *Journal of Marketing*, *Marketing Science*, *Harvard Business Review*, and *MIT Sloan Management Review* are considered premier publishing outlets by most observers, the vast majority of the other titles would not be regarded as achieving anywhere near that level. There are a handful of rigorous and rising journals in this group, but between 2003 and 2006, the notable absence of CI-related articles in the top strategy journals (*Strategic Management Journal*), Academy of Management publications, (*Administrative Science Quarterly*) or marketing journals (*Journal of Consumer Research, Journal of the Academy of Marketing Sciences, Journal of Marketing Research*), suggests that most CI researchers have yet to produce work which reaches the pinnacle of academic publishing outlets.

Having journals such as JCIM, *Marketing Intelligence and Planning* or IJTIP which comfortably cater to CI authors and subjects is obviously helpful to CI's growth in the longer term. The field would be better served in both the short and medium term though, by articles appearing in well established disciplinary and cross-disciplinary outlets. It could be argued that until, and unless, high level research is carried out and published through well-accepted or well-read outlets, CI will never achieve its place at the board table or in the curriculum of degree-based programs at top business schools. Academic researchers would do well to reflect on the message which Table 4 delivers in terms of the influence, or lack of it, that their CI research has had so far in the wider scholarly literature, and pledge to put that situation right.

Table 5 shows the disciplines in which these journals are located. A bias towards information science, information technology and marketing is clearly evident.

Table 5: Discipline Bias 2003-2006

Discipline	Number of Titles
Information Sciences & Information Technology	17
Marketing	11
General Management	9
Engineering, Manufacturing, R&D	6
Technology Intelligence and Management	4
Conference Proceedings and Communiqué	4
Business Strategy and Competition	3
HRM	3
Verticals: Hotel Admin, Social Economics, Legal Studies	3
Intelligence and Intellectual Capital	3
Knowledge Management	2
TOTAL	65

The second highest presence of marketing journals is unsurprising in light of observations that the majority of CI professionals either report through, or are located in, a marketing function within their enterprises (Weiss & Wright, 2006; Wright, 2005; Blenkhorn, 2003). What is ironic is the heaviest presence of IT-oriented journals. This irony exists because most CI practitioners do not originate from IT, frequently lack an IT background or training, and are unsatisfactorily

skilled, or uninvolved in IT investment decisions at the strategic level of their organizations (Bouthillier & Jin, 2005; Parker & Nitse, 2005). Although there is a growing amount of information technology and technological applications used in CI, there is not a corresponding amount of competitive intelligence in IT.

These journals also evidence papers relating to phenomena of a more tactical nature. The lack of a strategic management or strategic marketing orientation should also be of concern to those individuals who claim CI will never achieve widespread legitimacy if it lacks a place at the strategic decision level. Whilst the spread of these journals demonstrates very well the cross-disciplinary nature of CI, the presence of one article in one title over a period of 4 years could hardly be construed as achieving a critical mass of influence.

Writing across the Spectrum

A few authors have made their mark by publishing solely or co-authoring material across several categories during the period. Table 6 identifies those who have produced work in two of the four refereed/reviewed categories, and in some cases, practitioner articles as well. In a relatively nascent field, still trying to achieve its place among the more established disciplines to which it is related, writers may be required to seek a wider range of outlets than just the traditional refereed journals.

Table 6: Leading Authors by Output by Category 2003-2006
(alphabetical order)

Name	*Theses Dissertations*	*Books*	*Book Chapters*	*Scholarly Articles*	*Practitioner Articles*
Badr A.	1	0	0	2	1
Bensoussan B.	0	1	2	1	2
Bouthillier F.	0	1	1	2	0
Blenkhorn D. L.	0	2	6	0	2
Comai A.	0	4	0	2	0
Fleisher C.S.	0	3	8	5	3
Fuld L.	0	1	1	1	5
Gray P.	0	1	1	0	1
Hohhof B.	0	1	3	0	1
Knip V.	0	0	2	4	0
McGonagle J.	0	2	3	1	9
Pirttimäki V.	1	0	1	6	0
Prescott J. E.	0	2	1	1	3
Savioz P.	0	2	0	2	0
Shearer K.	0	1	1	0	0
Tena J.	0	4	0	1	0
Tyson K.	0	1	2	0	1
Vella C.M.	0	2	0	1	1
Vibert C.	0	5	1	0	0
Vriens D.	0	2	5	0	0

Wagner R.	0	0	1	1	0
Weiss A.	0	0	1	1	5

Output can also be counted in raw numbers, regardless of publication type. This is categorized in Table 7. Some double counting is inevitable here as co-written articles produce a count for each named author, regardless of position in the authoring team. Caution is advised though when looking at pure numbers, as quantity does not always equate to quality.

Table 7: Author Output in Raw Numbers 2003-2006

	5 - 9	10 - 15	16 - 20	21 - 25
Barnea A.	X			
Bensoussan, B.	X			
Blenkhorn, D. L.		X		
Calof J.	X			
Carpe, D.		X		
Comai, A	X			
Dishman, P.	X			
Ehrlich, C. P.	X			
Elizondo, N.			X	
Farcot, R.		X		
Fehringer, D.	X			
Fiora, B.	X			
Fleisher C.S.			X	
Fuld, L.	X			
Gilad, B.	X			
Glitman, E.			X	
Herring, J. P.	X			
Himelfarb, D.	X			
Hohhof, B.				
Johnson, A.		X		
Johnson, S.	X			
Knip, V.	X			
Lichtenthaler, E.	X			
McGonagle, J.J.		X		
Muller M L	X			
Naylor, E.	X			
Pirttimäki V	X			
Potter, K.	X			
Prescott, J. E.	X			
Sawka K				X
Tena, J.	X			
Vella, C. M.	X			
Vibert, C.	X			
Viviers, W.	X			

Vriens, D.		X		
Weiss, A.		X		
Wright, S.		X		

Theses and Dissertations are original studies undertaken over a concentrated period of time and as such, are expected to be academically robust and to stand up to rigorous critique. They should also be prominently indicative of the directions in which the field currently stands and may be headed. Follow-on research might look to see where these individuals pursued their careers subsequent to the acceptance of these works, as it may allow us to determine whether they are still working in the CI field, helping to train or actually being a member of the next generation of CI practitioners, or if they had to exit the field due essentially to lack of viable opportunities. Table 8 provides an analysis of those produced during the period under review.

Table 8: Analysis of Study Orientation - Theses and Dissertations Produced 2003-2006

Year	Author	University	Country	Focus
2003	Du Bruyn	Johannesburg	South Africa	Competitor Strategy Analysis
	Kruger	NorthWest	South Africa	Methodology Framework Design
	Van Vuuren	Pretoria	South Africa	Environmental Scanning from a SA Perspective
	Wong	Technological	Singapore	CI Activity of Singapore SMEs
	Badr	De Montfort	UK	Marketing Strategy Formulation
	Hartline	Washington	USA	Private Value Model Competitive Analysis Application
	Selim	George Washington	USA	Competitive Analysis in Industrial Markets
	Wu	Washington	USA	Applications of CTI in New Product Development Cycle
2004	Wasserman	Kingston	Canada	Database Systems and BI
	Mether	Helsinki	Finland	CTI in High-Tech SMEs
	Kbrom	Stellenbosch	South Africa	Organization Culture
	Muller	NorthWest	South Africa	SA Pharmaceuticals
	Odendaal	Pretoria	South Africa	CI's Professional Status in SA
	Fraser	Nanyang	Singapore	Singapore CI Market
	Madden	De Montfort	UK	UK Pharmaceuticals
	Wallace	De Montfort	UK	Marketing Strategy Implementation
	Blankenship	Robert Morris	USA	Enterprise Intelligence
	Courseault	Georgia Institute of	USA	Strategic Technical

		Technology		Intelligence
	Kapelianis	Arizona State	USA	Sales
	Lee	Capella	USA	E-business
	Marcel	Georgia State	USA	Inter-firm Rivalry
	Metts	Toledo	USA	Strategic Decision Making in SMEs
	Sridharan	Indiana	USA	Sales Force and Marketing Intelligence Dissemination
2005	Tanev	Carleton	Canada	CI, Information, Innovation Performance of IRAP firms
	Tarraf	Concordia	Canada	SMEs
	Koskinen	Tampere	Finland	Comparison of Practice Finland:Canada Large Firms
	Rajaniemi	Vaasa	Finland	Strategic Knowledge Acquisition
	Brummer	UNISA	South Africa	Competitive Analysis in Global Mining Firms
	Langton	Johannesburg	South Africa	Environmental Scanning
2006	Pirttimäki	Tampere	Finland	BI in large Finnish Firms
	Pieterson	Stellenbosch	South Africa	CI at Medical Research Council
	Anathakannan	Nanyang	Singapore	CI in Law Firms
	Eid	De Montfort	UK	UK Banking Strategy

Table 9 identifies the countries associated with this work, followed by Table 10 which identifies the Universities where the work was undertaken. Unsurprisingly, the USA leads the table, but universities in the EU, Africa and Asia are also present, suggesting the field potentially has global appeal or reach.

Table 9: Total Number of CI Theses and Dissertations Produced by Country 2003-2006

Country	*2003*	*2004*	*2005*	*2006*	*TOTALS*
United States of America	3	7	0	0	**10**
South Africa	3	3	2	1	**9**
United Kingdom	1	2	0	1	**4**
Finland	0	1	2	1	**4**
Canada	0	1	2	0	**3**
Singapore	1	1	0	1	**3**
TOTALS	8	15	6	4	33

Table 10: CI Theses and Dissertations Produced by University, by Volume 2003-2006

University	*Country*	*Number*

De Montfort	UK	4
Tampere	Finland	2
Nanyang	Singapore	2
Johannesburg	South Africa	2
NorthWest	South Africa	2
Pretoria	South Africa	2
Stellenbosch	South Africa	2
Washington	USA	2
Carleton	Canada	1
Concordia	Canada	1
Kingston	Canada	1
Helsinki	Finland	1
Vaasa	Finland	1
Technological	Singapore	1
UNISA	South Africa	1
Arizona State	USA	1
Capella	USA	1
George Washington	USA	1
Georgia State	USA	1
Georgia Institute of Technology	USA	1
Indiana	USA	1
Robert Morris	USA	1
Toledo	USA	1
	TOTAL	33

Whilst it can be seen that there are a large number of items being published by writers on CI, not all of these are reaching quality outlets. The number of thesis and dissertations is disappointingly small, given the number of academics teaching CI and related subjects in Universities and Institutions of Higher Education. Work carried out during graduate studies frequently finds its way through to the scholarly literature, books and then the practitioner forum. Without the "pump priming" of strong empirical and interesting Doctoral theses and Masters dissertations, it is difficult to identify where the next wave of innovative thinking and theory development will originate.

Implications for Future Work

Any established field usually has a Body of Knowledge (BoK) associated with it, which forms the foundation for practice, theory development and academic research. A strong argument could be made for this article (Part 4) added to that already published in the *Journal of Competitive Intelligence an Management* as Parts 1, 2 and 3 is the closest that the CI profession has managed to get, to date, to a BoK. By its very nature though, a BoK will always be a developing and evolving element of CI. It will never stand still and there should always be healthy debate on what is, or is not, considered worthy for inclusion, and how these items can best be organized. As such, we invite any reader to submit any items they deem should have been included, take

issue with us on those which they think should not have been included, but most importantly, tell us of any errors they find.

We fully recognize that there is still much additional work to be done which would improve these listings. Consequently, the following activities are planned:

Interpretation and Application

- Agreement will be sought on search terms, inclusion/exclusion criteria and discretionary filters.
- Agreement on the interpretation of such descriptors.
- Consistent application of descriptors in reviewing existing listings and preparing future ones.

Specific Tasks

- Repeat the new section in the present article (i.e., Part 4 titled Thesis and Dissertations), for the previously published Parts 1, 2 and 3.
- Include a full index of the Spanish/English language CI magazine Puzzle.
- Import individual items to a bibliographic database to enable easy reproduction of citations in different formats.
- Adopt a classification and indexing system for each citation to facilitate searching by content.
- Adopt an agreed scoring system for application to each item of published work, to act as a quality indicator.

This would go some way towards producing a robust BoK, which would be to the benefit of all participants in the CI community. It would also be a very valuable resource, and legacy for the current generation of CI scholars to hand onto the next.

Conclusion

As we had observed in our prior bibliographical efforts, the literature in the area of competitive intelligence and management is still growing and of great value to interested academics, historians, practitioners, researchers, scholars, and students. Our goal in this most recent effort was to produce and share with readers a wide-ranging, comprehensive, thoroughly researched bibliographic listing in the field of CI and management.

We recognize that it would be of further value for scholars to seriously examine this and similar bibliographic data listings. These examinations should attempt to further identify trends or patterns, using more advanced bibliometric applications, scientific mapping or citation analysis techniques. This might help us to better understand and clarify the development of this dynamic field, especially in identifying and describing those areas of high potential versus those areas that may have reached the limits of their growth from a research or practice perspective. We hope that CI stakeholders will find this bibliography of value as they develop their own efforts in the field and that it can be relied upon to guide the development of future writing in the area. Along those lines, we will be seeking to make this listing available in other formats, possibly also on a dynamic web-based platform, to allow this effort to be enhanced, enlarged, enriched and updated.

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Appendix 1: Databases Scanned

ABI/Inform Global Business Index
Amazon.com
Books In Print
CBCA (Canadian Business and Current Affairs)
CISTI Source (Canadian Institute for Scientific and Technical Information)
Econlit
Global Books in Print
Index to HE Theses of Great Britain and Ireland (1716 to present)
Ingenta
ISI Web of Knowledge
JSTOR
Lexis-Nexis
MCB University Press Online Journal Collection (a.k.a. 'Emerald')
LIBDEX
Management and Marketing Abstracts
Market Research Abstracts
ProQuest Dissertations and Theses
Scholar's Portal, the Web of Knowledge
SSCI - Social Sciences Citation Index
Sociological Abstracts
UMI dissertations database
Wilson Humanities Full Text
Wilson Web OmniFile
WWW Library Directory

Appendix 2: Search Engines and Meta-Engines Interrogated

Search Engines	*Meta Engines*
AllTheWeb.com	Black Widow
Alta Vista	Dogpile
AskJeeves	Highway61
Excite	Infozoid
Google	Ixquick
Hotbot	Meta-Crawler
Lycos	Meta Gopher
MSN Search	Metor
Northern Light	Profusion
Scrub the Web	Query Server
Teoma	Vivisimo
WiseNut	WebCrawler
Yahoo	

Appendix 3: Search Terms Used

business analytics	environmental scanning
business competition	forecasting (business, economic, market, etc.)
business ethics	industrial espionage
business intelligence	industry analysis
business research	industry dynamics
competition	industry evolution
competitive	knowledge management
competitive affairs	macro environmental analysis
competitive analysis	macro environmental scanning
competitive benchmarking	market dynamics
competitive dynamics	market intelligence
competitive intelligence	market analysis
competitive profiling	market research
competitive technical intelligence	marketing analysis
competitor analysis	marketing intelligence
competitor dynamics	marketing research
competitor intelligence	PEST analysis
corporate espionage	rivalry
corporate intelligence	STEEP analysis
counter-intelligence	strategic intelligence
economic espionage	technical intelligence
environmental analysis	technology intelligence
environmental monitoring	

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Key Terms

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