

EDITOR'S NOTE

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The Evolution of Competitive Intelligence: A Systemic Approach to Organizational Management

An integrated approach to competitive intelligence (CI) promotes a deeper understanding, and CI appears to be evolving into a systemic view with an integrated approach across all organizational management processes. Individual components of CI were previously considered mainly as specific functional responsibilities, but today they are also considered from a conceptual perspective and organizational management. Such approach must include an increasing number of elements and ensure their mutual interaction and management, resulting in an increasingly complex model.

Recent efforts are noteworthy, especially recently in Luis Madureira works, where there has been a successful attempt to anticipate organizational perspectives by integrating CI functions into the organizational framework (Madureira, L. et al., 2021, 2023).

In today's dynamic business environment, the integration of knowledge management (KM), business intelligence (BI), foresight thinking, marketing intelligence, competitive intelligence and corporate forecasting has become imperative. The authors in this volume show how important it is to use intelligence to drive innovation and efficiency in a variety of industries.

In the constant pursuit of sustainable competitive advantage, organizations are increasingly recognizing the symbiotic relationship between business intelligence (BI) and knowledge management (KM). In this context, the maturity of systemic KM practices is crucial.

The challenge for organizations is to effectively coordinate the implementation of

both BI and KM, which many companies face.

Beyond the corporate sphere, the University of New Brunswick supports a noble cause: improving the economic prospects of disadvantaged regions and marginalized groups. Their methodology uses visionary and predictive systems to elevate target groups, moving them toward economic empowerment.

This initiative combines research with practical application, incorporating foresight into strategic planning. Through mentorship, strategic guidance and vision, this approach catalyzes economic growth at both the organizational and community level. It provides resilience to regions that have historically faced socio-economic challenges.

Marketing intelligence encompasses several dimensions, including market research, competitive intelligence, and consumer intelligence. A comprehensive study highlights the critical impact of market research, competitive intelligence and consumer intelligence on company efficiency. Interestingly, marketing analysis and product information have a less pronounced effect, thus acknowledging the need for further research. In addition to empirical findings, this study serves as a guide for companies, providing practical recommendations for marketing information to improve organizational strategies.

I would like to express my gratitude to all contributors to this issue.

REFERENCES

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On behalf of the Editorial Board,
Sincerely Yours,



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