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Strategic Synergies: Enhancing Organizational Resilience and Sustainability through Competitive Intelligence and AI

This issue includes articles on the integrative field of competitive intelligence for organizational learning and sustainability, drawing on the foundations of different business contexts. These studies examine the mechanisms by which these elements interact to promote resilience and adaptability, enriching understanding of their role in strategic sustainability.

Competitive intelligence serves as a critical strategic lever that enables organizations to disrupt market dynamics and competitor behavior. By collecting, analyzing and interpreting relevant data, companies can anticipate market changes and strategically position themselves, emphasizing the role of AI in maintaining competitive advantage. At the same time, organizational learning is identified as a cornerstone that promotes adaptability and innovation. Innovation is driving much intelligence activity, in particular research and development (R&D) and new product development decisions (Calof, J. et al., 2018). This continuous learning process not only improves competencies, but also embeds a culture of innovation, positioning learning organizations to better navigate the uncertainties of the global market and take advantage of new growth opportunities.

Sustainability is closely related to organizational resilience and reflects the ability to withstand, adapt and recover from disruptions. This resilience mediates the relationship between CI, learning and sustainability, showing how knowledge and intelligence contribute to adaptive capacity. In addition to environmental considerations, sustainability includes economic and social dimensions that are essential to the long-term viability of an organization.

The topics of strategic forecasting and environmental scanning further emphasize the importance of preparedness and proactive management. This would make implications for managers who want to compare their own sources of information and improve routines for information gathering (Søilen, K.S., 2019). Such practice allows for the prediction of future scenarios and the assessment of their potential impact, emphasizing the critical nature of forecasting in strategic planning. The rapid evolution of the business environment reinforces the need for anticipatory strategies to mitigate future challenges.

Furthermore, the integration of artificial intelligence into organizational strategies marks a transformative shift towards achieving competitive advantage and sustainability. AI's capabilities to process data and generate insights are improving decision-making, operational efficiency and innovation, signaling the synergistic augmentation of intelligences to achieve superior strategic outcomes.

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

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On behalf of the Editorial Board,
Sincerely Yours,

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