

EDITOR'S NOTE

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Unveiling the Value of Competitive Intelligence: Coordinated Communication and Added Value

Recently, a lot of attention has been paid to several aspects of CI, which influence the decision-making of organizations and the acquisition of competitive advantages. Organizations must leverage data, artificial intelligence (AI), and social capital to enhance their competitive intelligence processes. Social media data, AI and machine learning, big data analytics, dynamic capabilities, and intraorganizational social capital all play significant roles in driving strategic decision-making and improving customer experiences. By integrating these elements effectively, organizations can gain valuable insights, mitigate risks, and stay ahead of the competition.

Organizations can enhance their dynamic capabilities by integrating social media analytics into their competitive intelligence practices, particularly in the stages of information collection and analysis. This integration positively influences the various stages of competitive intelligence (Wu, Q. et al., 2023).

Organizations also expect higher added value and looking for sources of this value in relation to competitive intelligence. This value could be shared between different departments and coordinated by corporate communication. (Ding, J.-L. & Shi, B., 2021).

In this issue, the authors explore internal aspects of organizations and propose models that integrate existing knowledge. These models aim to assist organizations in establishing, assessing, and enhancing their CI practices and theories, ultimately resulting in improved organizational performance.

There are practical implications for various organizations, including academic entities. Existing solutions are designed to help businesses deal with unforeseen events by gathering and transforming data into understandable information. While major companies have adopted big data analytics systems, the adoption and effects of business intelligence tools in universities and organizations are not well understood. Therefore, researchers are investigating how business intelligence tools specifically impact decision-making and performance in public universities.

Furthermore, there has been a growing recognition of the importance of startups in driving economic growth and innovation. Governments, private organizations, and academic institutions around the world have initiated various programs and initiatives to support startups, facilitate their establishment, and harness their potential for generating a significant impact on national economies.

These initiatives aim to provide startups with the necessary resources, knowledge, and networks to thrive in competitive markets. The overarching goal is to create an environment conducive to entrepreneurial success and encourage the growth of startup ecosystems.

Within this context, competitive intelligence has emerged as a valuable tool for startups to improve their company performance and gain a competitive edge. Researchers have conducted studies highlighting the role of competitive intelligence in improving company performance through organizational learning.

Finally, there are numerous possibilities for enhancing the applicability of existing tools to address current problems. The use of analytical and adaptive technologies can provide organizations with comprehensive tools and techniques.

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,

A handwritten signature in blue ink, consisting of several fluid, overlapping strokes that form a stylized representation of the name Andrejs Cekuls.

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