

Origins of Competitive Intelligence: A Fundamental Extension of CI Education Presented by: Ariff Syah Juhari Dr. Derek Stephens **Research School of Informatics** Loughborough University, England

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Question

As we hone our CI skills and teaching are we drawing sufficiently from the past to inform our presentation of CI as a discipline with a long heritage and a place in commercial activity over the millennia?

Introduction Teaching the Origins of CI

Objectives:

- To study the ancient history of information gathering for competitive advantage
- To be aware of past successes and failures to strengthen current CI practices.
- To present CI with philosophical values and appreciate the historical figures who created them.

Researching the Origins of CI

Series of questions...

- How pervasive were elements of CI within historical commerce, but spoken and practiced in different terms? And in what countries?
- How did CI change during the past hundreds and thousands of years as a result of technology?
- Has CI been a natural component in commerce, just as barter was for thousands of years?

TIME LINE OF HISTORICAL INCIDENCES RELATED TO COMPETITIVE INTELLIGENCE c. 1000 BC c. 500 BC c. 204 BC c. 200's c. 500's c. 1000's c. 1100's Simple comparison **Religious texts** Intelligence and spies Under the quise of C. 220: General Kong Byzantine emperor The Holy Crusades 1100's: Al-Ansari's systems for goods and describe situations in continue to play an diplomacy, Scipio Ming of China writes Justanian I (483 - 565 makes a case for military manual writes which military Africanus, a Roman, "War Craft Strategies": AD), employed monks intelligence. The Middle about spies, couriers services as trade important role in intelligence is used for planning for battle. 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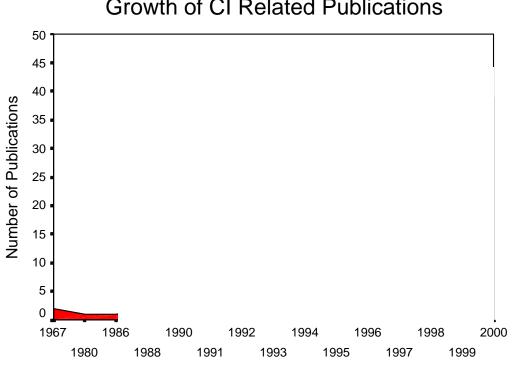
CI and the Information Age

The current shift from the industrial age towards the information age, and a networking-based economy, however have led to a strong renewed interest in the discipline.[1]

1 Bergeron, P et al. Competitive Intelligence. Annual Review of Information Science and Technology. VOL38

The following slides illustrate the growth in publications about CI from 1967-2000 But how much of this is about CI history?

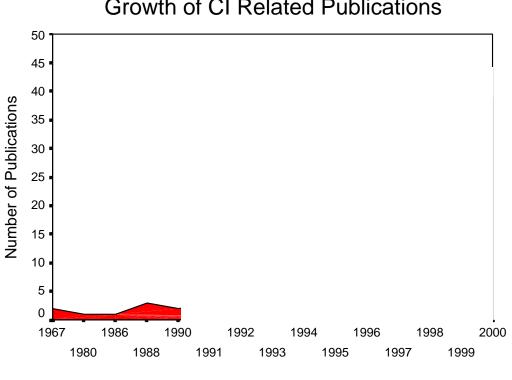
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Growth of CI Related Publications

Year

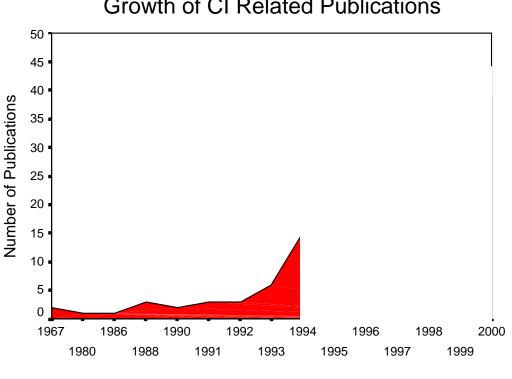
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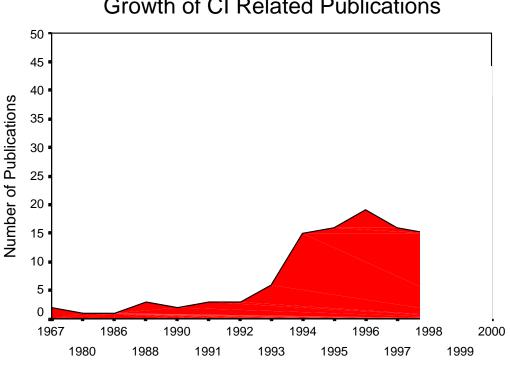
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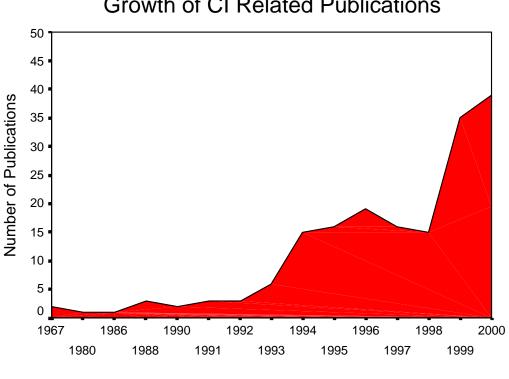
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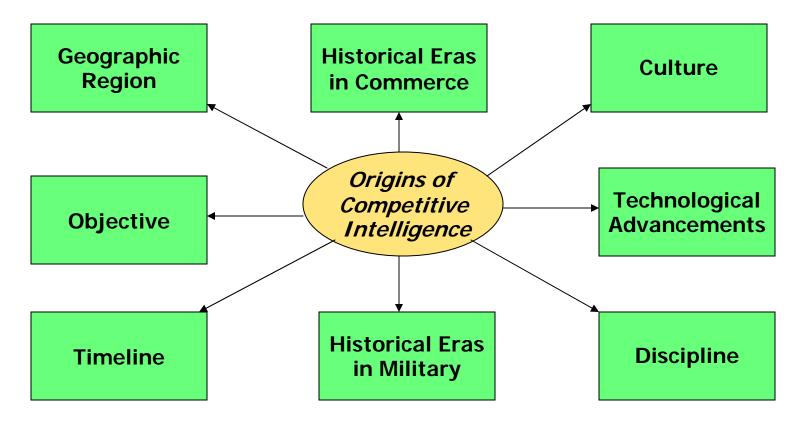
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Benefits of expanding 'Origins' of CI to the Academic Discipline

History...

- Can add philosophical depth that benefits the teaching & research
- Considers the different beginnings & evolutions of CI in different parts of the world
- Adds cultural perspectives and practices that influence CI practices and its continued evolution
- Advocates ethical considerations with historical contexts

Approaches to Teaching the Origins of CI



Conclusions Further Research on CI Origins

- Encourage research by geographic region to develop a timeline of historical incidences to be analyzed for significant CI related processes and activities.
- Or, possibly propose a coordinated collaborative across SCIP national chapters to augment the timeline through SCIP academic members.
- Thus developing the historical and societal underpinning of CI more within the CI curricula.

Thank You Any questions

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