



**2006 SCIP International
Annual Conference & Exhibition**

April 26-29, 2006 | Orlando, FL | www.scip.org

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

28th April 2006

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



© 2004 Ariff Syah Juhari and Derek Stephens

* Presented by A. S. Juhari and Dr. D. Stephens as part of "The Origins of Competitive Intelligence: A Fundamental Extension of CI Education" at SCIP 2006, FL, USA.

* Correspondence to: A. S. Juhari or Dr. D. Stephens, Research School of Informatics, Department of Information Science, Loughborough University, Leicestershire, LE11 3TU, UK.

E-mail: ariffsyah@yahoo.com
d.p.stephens@lboro.ac.uk

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]

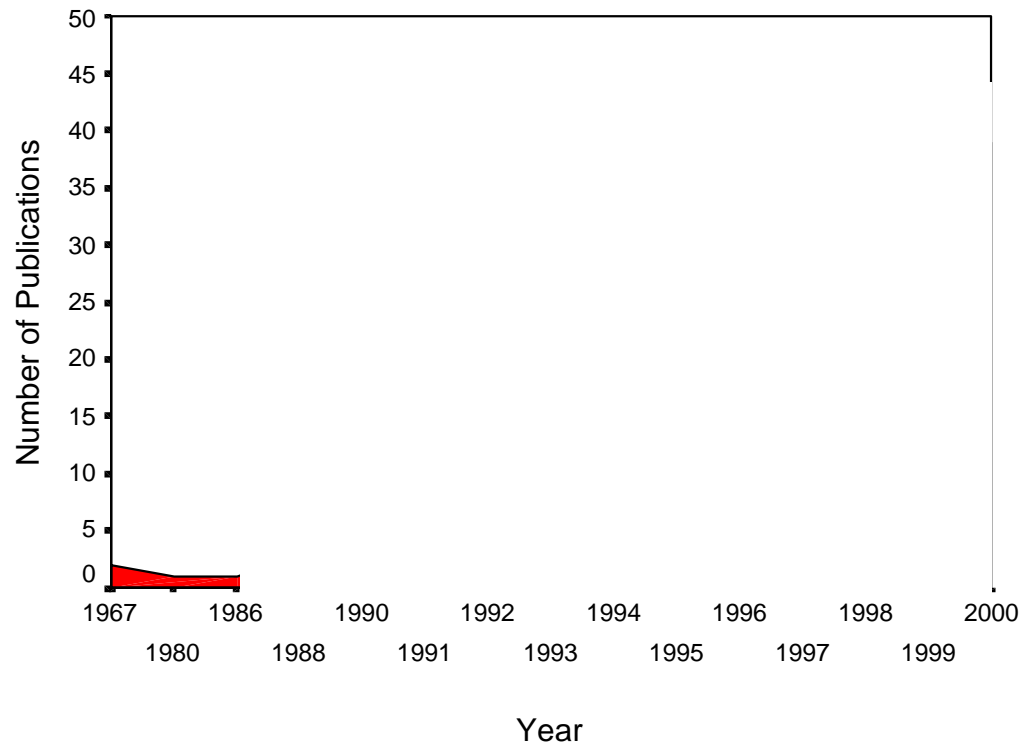
^[1] **Bergeron, P et al.** *Competitive Intelligence. Annual Review of Information Science and Technology. VOL38*

The following slides illustrate the growth in publications about CI from 1967-2000

But how much of this is about CI history?

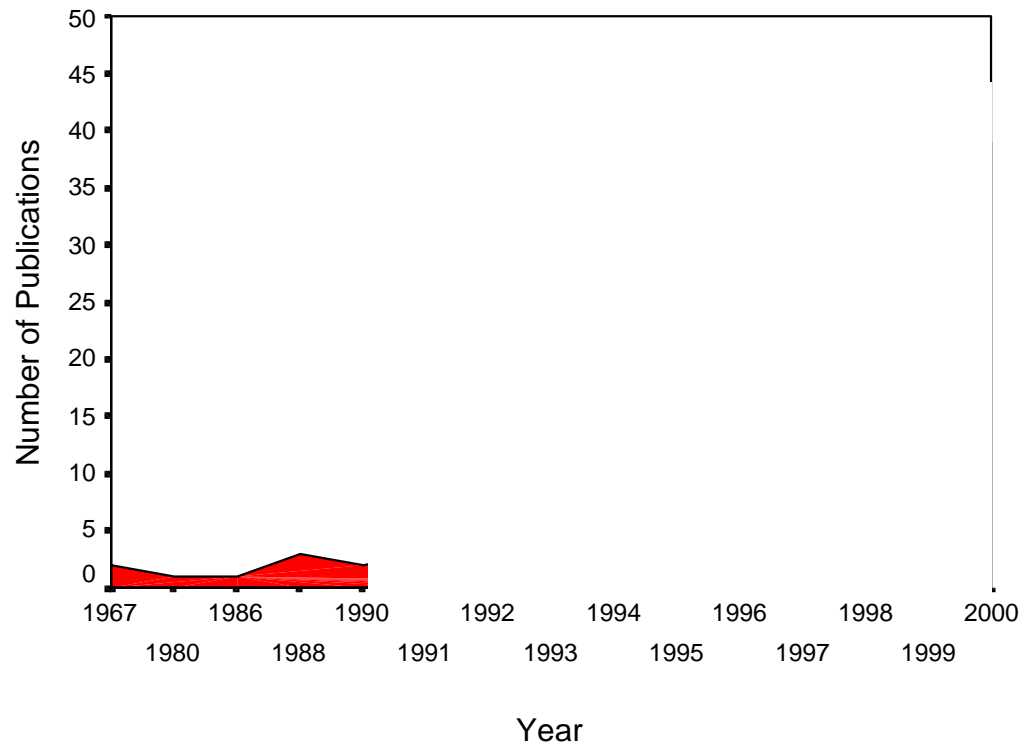
Bergeron, & P A. Hiller. *Competitive Intelligence. (Annual Review of Information Science and Technology. VOL38)* has been deemed as a paramount piece of work in the CI and Information Science fields, and therefore from analysing its references (252), the timeline below has been created depicting the rise of CI publications

Growth of CI Related Publications



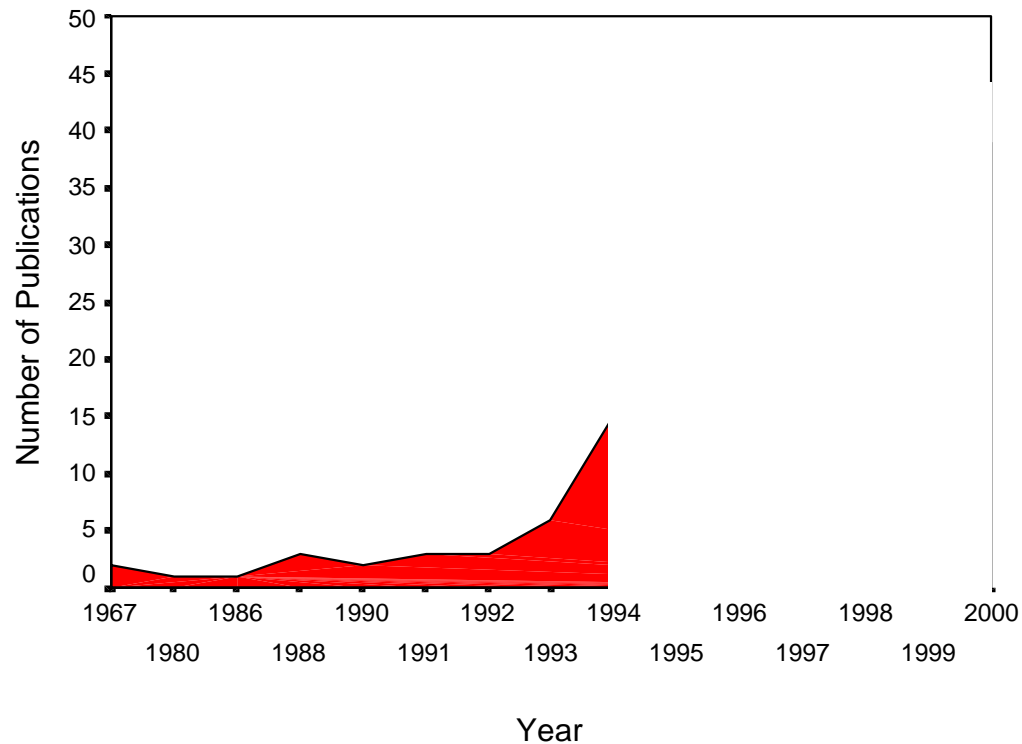
Bergeron, & P A. Hiller. *Competitive Intelligence. (Annual Review of Information Science and Technology. VOL38)* has been deemed as a paramount piece of work in the CI and Information Science fields, and therefore from analysing its references (252), the timeline below has been created depicting the rise of CI publications

Growth of CI Related Publications



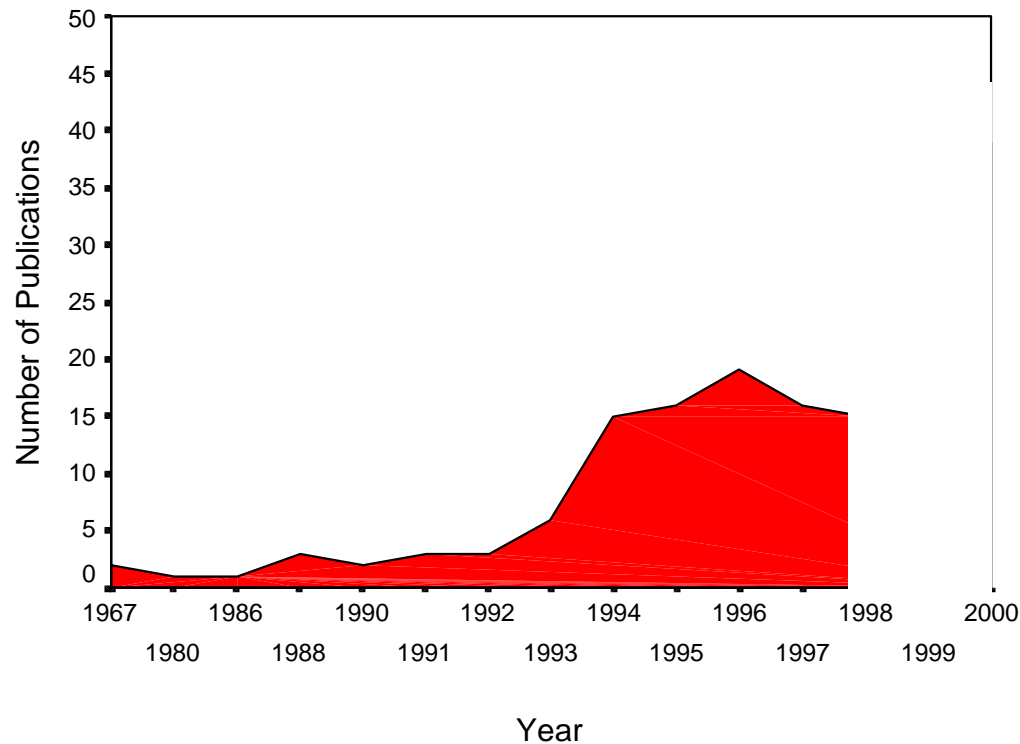
Bergeron, & P A. Hiller. *Competitive Intelligence. (Annual Review of Information Science and Technology. VOL38)* has been deemed as a paramount piece of work in the CI and Information Science fields, and therefore from analysing its references (252), the timeline below has been created depicting the rise of CI publications

Growth of CI Related Publications



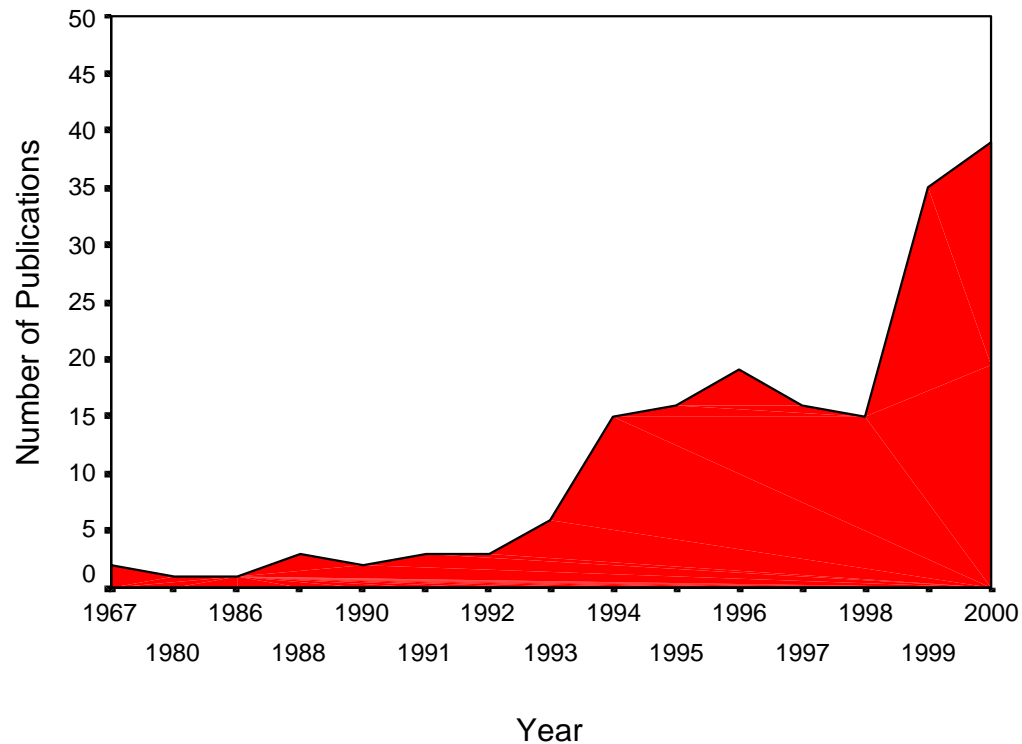
Bergeron, & P A. Hiller. *Competitive Intelligence. (Annual Review of Information Science and Technology. VOL38)* has been deemed as a paramount piece of work in the CI and Information Science fields, and therefore from analysing its references (252), the timeline below has been created depicting the rise of CI publications

Growth of CI Related Publications



Bergeron, & P A. Hiller. *Competitive Intelligence. (Annual Review of Information Science and Technology. VOL38)* has been deemed as a paramount piece of work in the CI and Information Science fields, and therefore from analysing its references (252), the timeline below has been created depicting the rise of CI publications

Growth of CI Related Publications



TIME LINE OF HISTORICAL INCIDENCES RELATED TO COMPETITIVE INTELLIGENCE

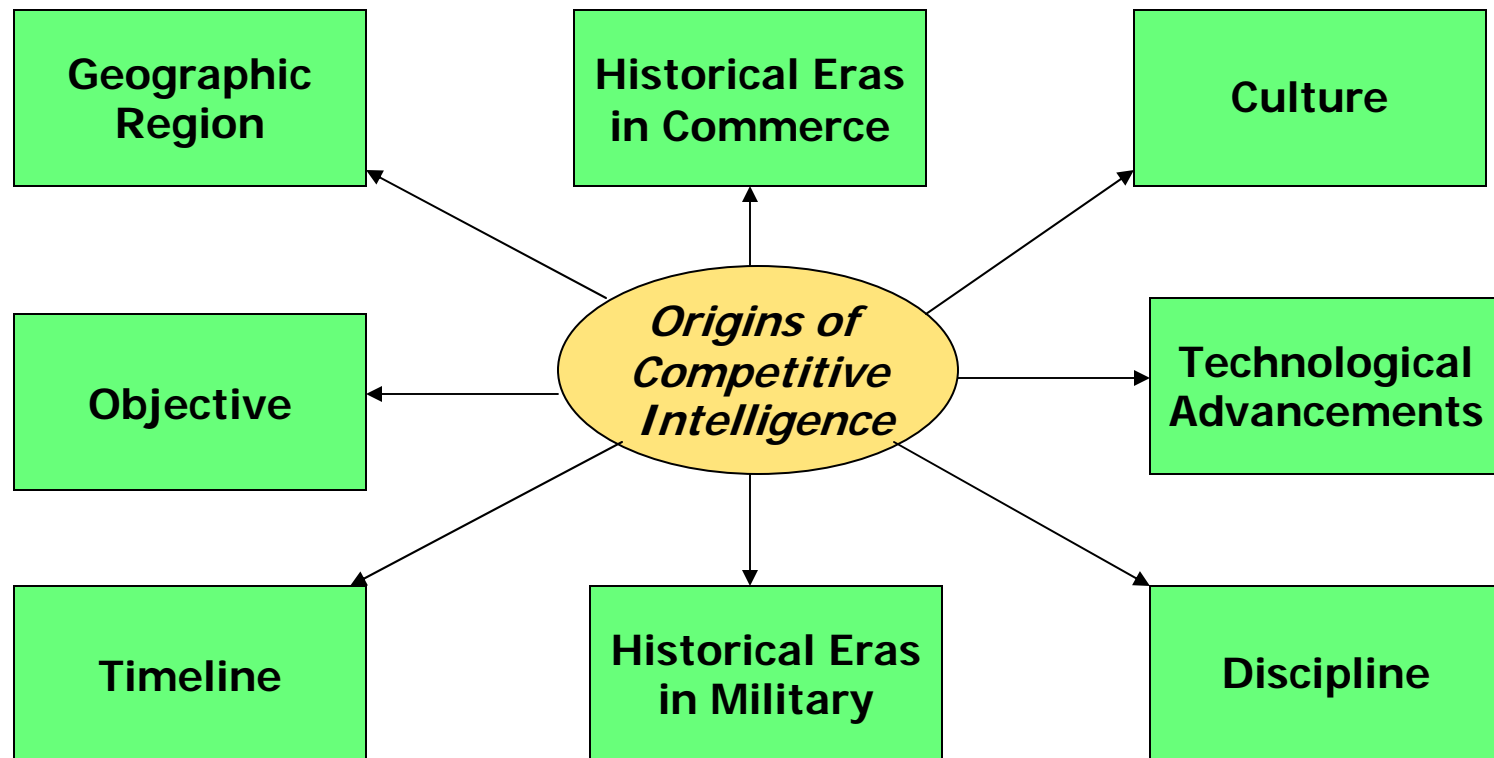


Benefits of expanding 'Origins' of CI to the Academic Discipline

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