

## **Title**

# ACHIEVING COMPETITIVE ADVANTAGE IN THE ECONOMIC ENVIRONMENT BY DEVELOPING ORGANIZATIONAL COMPETITIVE INTELLIGENCE FUNCTION

Theme proposed by: the Ministry of Justice

## **Director:**

Professor Madlena NEN, PhD

## **Purpose:**

Carrying out an analysis of the need to develop the organizational function of competitive intelligence starting from the hypothesis that the role of specific jobs in business optimization is not sufficiently understood. The research focuses not only on the need for jobs but also on the influencing factors and tools needed to facilitate the development of an organization.

## **Objectives:**

The objective of the research is to measure the degree of awareness concerning the need for competitive intelligence departments in companies by understanding and analyzing the associated practices, researching the needs of the economic environment and analyzing the business environment, studying in order to measure the degree of awareness and identifying examples of good practices.

## **Design/Methodology/Approach:**

The analysis of the current organizational context and the identification of professional associations and networks that provide essential professional support, a questionnaire-based survey on the needs of organizations regarding the organizational function of competitive intelligence, an interview-based survey in companies, the development of a set of competitive intelligence indicators.

## **Results/originality:**

Analysis of the economic environment, highlighting the dynamics and trends in the current context of adapting to the requirements of the labor market in order to create jobs with added value adapted to the new professions; identification of barriers perceived by organizations; proposals of good practice models; creation of a set of indicators obtained during the survey, for the realization of advanced research projects; consolidation of Business Intelligence master.

## **Impact on the society:**

It contributes to the formation of a well-trained workforce for the new professions, thus supporting economic development and the creation of a complex study, which allows revealing the characteristics of the organizational function of competitive intelligence and identifying weak points and development opportunities in order to obtain a competitive advantage in the economic environment.