



THE DEFINITION OF COMPETITIVE INTELLIGENCE NEEDS THROUGH A SYNTHESIS MODEL

March 25th:

14:00 - 15:00



Dr. Vincent Grèzes

Senior Researcher

[University of Applied Sciences of Western Switzerland](#), Switzerland

[Connect via LinkedIn](#)

Abstract

Based on an exhaustive literature review, the researcher presents an historical overview of the topics of competitive intelligence, encompassing environmental scanning and key intelligence topics, namely the useful information able to justify the firm's strategic decisions, the early warning topics and the relevant elements of the competitors' business and the actors influencing the value system of the organization. Those findings belong to a doctoral study aiming at identifying the usefulness of data coming from open intelligence. The researcher presents on the one hand, an historical approach of the topics of competitive intelligence, and on the other hand, a comparative and synthesis approach of the theoretical and empirical literature regarding the definition of the needs and the use of competitive intelligence to foster innovation. Finally, this paper presents a synthesis model of the competitive intelligence topics able to guide the managers while facilitating the definition of their competitive intelligence needs.

Key topics

- Understanding the evolution of the perception of the business environment in the theoretical and empirical literature
- Understanding different methods of defining and mapping the needs of competitive intelligence for any organization
- Learning to use the synthesis model for defining competitive intelligence needs to foster innovation for any organization operating in a competitive environment

Speaker profile

Vincent Grèzes is a senior researcher at the University of Applied Sciences of Western Switzerland (HES-SO Valais Wallis). He holds a Ph.D. in Competitive Intelligence, a Master of International Law and a Master in Political Sciences. Vincent gathered professional experience in the areas of financial and competitive intelligence, as well as market research, before joining the Entrepreneurship & Management Institute of the HES-SO Valais Wallis. Its core R&D activities focus on competitive intelligence for public and private decision-makers, on business model innovation and Open Innovation. He also teaches at the different branches of the HES-SO Valais-Wallis (Business Economics, Tourism, Industrial Systems & Life Technologies, Computer Sciences) and works on a mandate basis for private and public organizations.

Tel: +49 6033 971 377

Fax: +49 6033 971 376

Email: info@competitive-intelligence.com

www.institute-for-competitive-intelligence.com [About Us](#)