

# ANALYSIS AND THINKING OF COMPETITIVE INTELLIGENCE PERSONNEL IN THE NEW ERA

**Fan Junyi**

*Belarusian State University, Minsk;*

*fjy874011215@gmail.com;*

*scientific advisor – T. Zorina, Doctor of Economics*

Competitive intelligence has its own adversarial characteristics, that is, to understand and analyze the opponent's information, such as trade secrets, personal privacy, etc., when the opponent is not coordinated or even opposed, with the goal of ultimately defeating the competitors. This article will start from the relevant information of several domestic and foreign competitive intelligence organizations. Introduce the characteristics of competitive intelligence practitioners and discuss the feasibility of big data for the construction of competitive intelligence system in the conclusion

**Keywords:** CI organization; CI practitioner; Big data; commercial espionage; IDC industry.

The social environment of the 21st century has four characteristics: informatization, networking, technology, and globalization, which make market competition more intense. If there is market competition, there must be competitive intelligence. SCIP defines competitive intelligence as a comprehensive monitoring process of the overall competitive environment and competitors.

Accompanied by market demand, the profession of competitive intelligence analyst has also emerged. According to their professional positioning, they want Possess professional intelligence gathering ability, summarizing and refining ability and analysis ability, can complete the analysis work of general project independently.

There are three famous competitive intelligence organizations, they have different development directions, but they have the same starting point: How to develop competitive intelligence in a better way.

(1). SCIC. The Society of Competitive Intelligence of China (SCIC), is a national competition intelligence practitioner approved by the Chinese Association for Science and Technology and registered with the Ministry of Civil Affairs in April 1995. The mission of SCIC is to organize the academic research and exchange activities of competitive intelligence theory and practice, popularize competitive intelligence knowledge, disseminate competitive intelligence skills, develop competitive intelligence consulting services.

(2). CICI. China Institute of Competitive Intelligence (CICI) is a professional organization engaged in theoretical research on competitive intelligence, project consulting, talent training, and international exchanges in China. Since 2002, CICI has taken the promotion of the application and popularization of competitive intelligence as its mission, providing comprehensive and accurate

competitive intelligence services to senior decision makers of the Chinese government, industrial parks, and industry-leading companies. With the cooperation and strong support of domestic and foreign competitive intelligence counterparts, we successfully held influential international exchanges, training, and seminars.

(3). SCIP. SCIP was originally founded by eight founders including Professor Prescott of the University of Pittsburgh who each put out \$100 as start-up capital. The main activities of SCIP are academic activities such as organizing conferences and publishing monographs.

We need to be clear that competitive intelligence practitioners are different from commercial espionage. Commercial espionage refers to a person who is engaged in detective work in commercial activities or corporate management, using high technology or his own wisdom to spy on confidential information from the enemy or competitors. But a formal competitive intelligence practitioner needs to do is more formal and more difficult than we guessed. They collect and organize scattered and disordered information from competitors into systematic and orderly information from a large amount of information and then provide decision-making and action support for their own companies.

Although more and more companies are beginning to pay attention to the application of competitive intelligence systems, many companies mistakenly believe that competitive intelligence systems are all-powerful. Many large enterprise groups wanted to integrate their original 20 or 30 business systems through a competitive intelligence system in the initial planning. The current competitive intelligence practitioners can play the role of intelligence collection well, but it is not easy to accurately distinguish and analyze a large number of intelligence. The era of big data will undoubtedly bring them a new tool to finish their work better.

In 2018, the global big data market size was 54.9 billion dollars; in 2019 it reached 59.6 billion dollars; in 2020, the global big data market size was 66.3 billion dollars, a year-on-year increase of 11.24%.

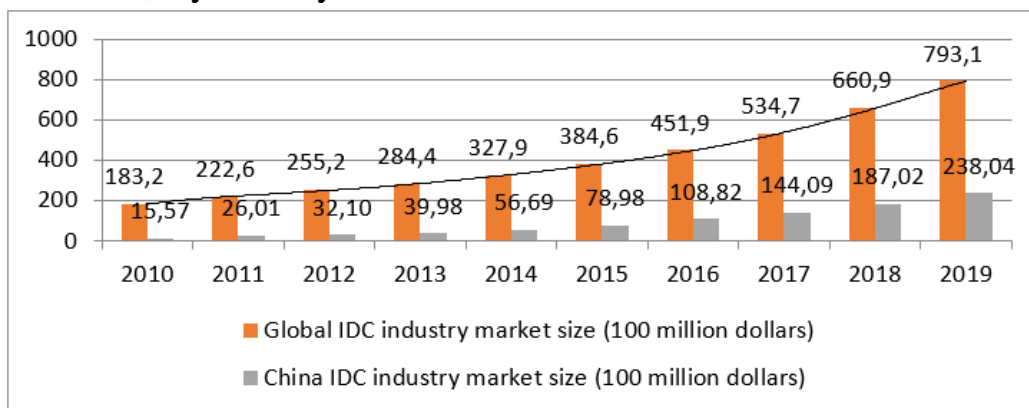


Fig. 1. Global /China IDC industry market size

Internet Data Center is a place for centralized calculation and storage of data. According to Figure 1, the global IDC industry market has grown from 28.44 billion dollars in 2013 to 66.09 billion dollars in 2018, with a compound growth rate of approximately 18%.

Big data improves the analytical capabilities of competitive intelligence and reduces its work costs. The analysis of data by enterprises is not only limited to traditional data forms, but also hopes to gain insights into the competitive situation and predict market trends through big data. Competitive intelligence personnel need to face this changing challenge and fully tap the potential value of big data to help organizations build sustainable core competitive advantages.

#### **Bibliographic references**

1. SCIP. (2021). SCIP EuroSummit. Retrieved from <https://www.scip.org/page/eurosummit>
2. Shi Jin, and Zhang Tianjiao. «Research on Competitive Intelligence System Based on Industrial Internet.» *Modern Intelligence* v.40;No.344.02(2020):20-27.
3. Eamon Jarvis, Jarvis, and Chen Xiaoren. *Business Intelligence Warfare*. China Federation of Industry and Commerce Press, 2010.
4. Qin Kun. «Comparative Analysis of Competitive Intelligence and Knowledge Service.» *Times Economic and Trade Issue* (2006).