Origins of competitive intelligence: a fundamental extension of CI education

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Origins of Competitive Intelligence: A Fundamental Extension of CI Education

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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?
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]


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.
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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

- Geographic Region
- Historical Eras in Commerce
- Culture
- Objective
- Timeline
- Historical Eras in Military
- Technological Advancements
- Discipline

Origins of Competitive Intelligence

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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