

Nome da disciplina			
Competitive Strategic Intelligence Ministrada em 2021-2			
Número de créditos:	4	Carga horária:	48
		Obrigatória/Eletiva:	Eletiva
Ementa:			
<p>The Origin and Evolution of Competitive Intelligence; Historical Evolution of Studies on Competitive Intelligence; The Identification of the Components of Competitive Intelligence; Functions of Information and Knowledge in Competitive Intelligence; Collective Intelligence; Information Systems and Information and Communication Technologies in the consolidation of Competitive Intelligence; Competitive Intelligence x Market Intelligence x Business Intelligence; The Contribution of Competitive Intelligence in the Decision-Making Process; Competitive Intelligence and Strategic Competitiveness; Competitive Intelligence and the Identification of Signals in the External Environment; Organizational Memory and Competitive Intelligence.</p>			
Bibliografia:			
<p>ANSOFF, I. H. Managing strategic surprise by response to weak signals. <i>California Management Review</i>, v. 18, n. 1, p. 21–33, 1975. CALOF, J. L.; WRIGHT, S. Competitive intelligence: a practitioner, academic and inter-disciplinary perspective, <i>European Journal of Marketing</i>, v. 42, p. 717-730, 2008. DONOHUE, P. D.; MURPHY, P. M. Support Competitive Intelligence at DuPont by Controlling Information Overload and Cutting Through the Noise <i>Journal of Information & Knowledge Management</i>. v. 15, n. 1, p. 1-14, 2016. https://doi.org/10.1142/S021964921650004 DU TOIT, A. S. A. Comparative Study of Competitive Intelligence Practices between Two Retail Banks in Brazil and South Africa. <i>Journal of Intelligence Studies in Business</i>, v. 3, n.2, p. 30-39, 2013. ELIA, GIANLUCA; MARGHERITA, ALESSANDRO; VELLA, GIUSEPPE; GRIPPA, FRANCESCA; CAPPILLI, ANDREA. A Conceptual Model to Design a Collective Intelligence System Supporting Technology Entrepreneurship. <i>Proceedings of the European Conference on Knowledge Management 2014</i>, v. 1, p. 297-305, 2014. GARCIA-ALSINA, M.; COBARSÍMORALES, J.; ORTOLL, J. Competitive intelligence theoretical framework and practices: The case of Spanish universities, <i>Aslib Journal of Information Management</i>, v. 68 n. 1, p.57-75, 2016. https://doi.org/10.1108/AJIM-04-2015-0061 LESCA, H.; LEON, N. Strategic Decisions and Weak Signals: Anticipation for Decision-Making. WILEY-ISTE. Cap. 1, p. 1-46, 2014. PRESCOTT, J. E.; MILLER, S. H. <i>Proven Strategies in Competitive Intelligence</i>, New York: John Wiley & Sons, Inc., 2001. SHARP, S. Competitive Intelligence: What You Don't Know Will Hurt You. In: <i>Competitive Intelligence Advantage: How to minimize risk, avoid surprises, and grow your business in a changing world</i>. John Wiley & Sons, Inc. Cap 3 p. 35-56, 2009. WRIGHT, S.; BISSON, C.; DUFFY, A. Competitive Intelligence and Information Technology Adoption of SMEs in Turkey: Diagnosing Current Performance and Identifying Barriers. <i>Journal of Intelligence Studies in Business</i>, v. 3, n. 2, p. 5-29, 2013. ZANGOUEINEZHAD, A.; MOSHABAKI, A. The role of structural capital in competitive intelligence. <i>Industrial Management & Data Systems</i>, v. 109, n. 2, p. 262-28, 2009</p>			