



Expand the scope of competitive intelligence

In today's fast-paced business environment, having a strong understanding of the competitive landscape is more important than ever. As the old saying goes, "knowledge is power," and this is especially true when it comes to staying ahead of the competition.

Competitive intelligence is the process of gathering, analyzing, and disseminating information about the products, services, and strategies of a company's competitors in order to gain a strategic advantage. It involves studying the strengths and weaknesses of competitors, as well as trends and developments in the industry, in order to inform business decisions and strategies.

The scope of competitive intelligence is broad, and can include a wide range of activities and sources of information. Some common sources of competitive intelligence include public information, such as company websites, press releases, and industry reports, as well as private information, such as sales data, market research, and customer feedback.

This field is very dynamic, and the growing amount of information increases the opportunities that can be gained in shaping the environment in which organizations operate.

Competitive intelligence can also be a valuable tool in the development of a company's strategic plans and decision-making processes. By providing a comprehensive view of the market and the competition, competitive intelligence can help a company to make more informed decisions about where to allocate its resources and how to position itself for success.

Recent research shows that competitive intelligence is beginning to cover an ever wider range. The topics of scientific articles go beyond aspects of business and management.

The Web of Science Core Collection database provides the following insight into top 10 scientific fields that use competitive intelligence.



In this issue, the authors propose to consider various aspects related to the work environment, e.g. Emotional intelligence, emotional labor, work stress and burnout.

From the point of view of business economics, the issue of fraud in the financial sector is relevant, the impact of which can be seen in different ways. The study was conducted to analyze the situation and identify approaches to reduce fraud.

A number of studies have been conducted on knowledge management as one of the ways to increase the level of work performance and support the entrepreneurial orientation of companies. By referring to the company's goal, customers, entrepreneurial orientation can modify and innovate according to the feedback obtained from them and thus gain more customers and profits.

Another study was conducted on the impact of information and communication technology on new product competitive advantage and new product vision through the partial mediating role of organizational learning capability.

Finally, studies have been conducted on different aspects of mobile application usage for better decision making and understanding of ICT behavioral approaches and business model innovations.

I would like to especially thank the authors for their contributions to this issue of JISIB.

On behalf of the Editorial Board,

Sincerely Yours,



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