

عنوان مقاله:

Effecting Competitive Intelligence Drivers on Corporate Performance with Mediator Role of Customer Satisfaction

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خلاصه مقاله:

The expansion of web-based information sources and social media attracts companies attention to such channels as sources of competitive intelligence because of their reduced advertising costs, good quality and utilization of competitors knowledge and products. Up to now, most research has focused on information gathering techniques rather than competitive intelligence and its impact on firm performance. The competitive intelligence applied by management and employees, makes knowledge transferred across the organization. The present study was conducted using applied-qualitative and library research methods through various articles. Information analysis is performed using the grounded theory method. The assessments show the positive impact of competitive intelligence web resources and alliance with information providers in the field of competitive intelligence. Competitive intelligence has an impact on the performance of the company with the mediating role of customer satisfaction and also using the information gained from the knowledge of competitive intelligence has increased the level of customer satisfaction and thus increased financial performance for the company

کلمات کلیدی:

Information Use, Performance, Quality of Web Resource, Competitive Intelligence

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