

عنوان مقاله:

Smart competition, Competition intelligence & Entrepreneurial intelligence

محل انتشار:

چهارمین همایش ملی فناوری آموزشی: «آموزش هوشمند؛ فرصت ها، چالش ها و دستاوردها» (سال: 1403)

تعداد صفحات اصل مقاله: 15

نویسندگان:

Reza Saeidi – Assistant Professor, Department of Business Management, School of Management and Economics, Shahid Bahonar University of Kerman,
Kerman, Iran

Kamran Ghorbannejad Estalaki – Department of management, Baft Higher Education Center, Shahid Bahonar University Of Kerman, Kerman, Iran

خلاصه مقاله:

In this article, we are going to define intelligent competition and describe its relationship with competitive intelligence and organizational intelligence. Competitive intelligence plays an important role in strategic planning and management, which can greatly increase the competitive capabilities of the organization and cause sustainable competitive advantage in various businesses. Smart competition is actually a new concept that senior managers must learn and implement in their organizational processes. Entrepreneurial intelligence is not the talent or intelligence that we are born with. Entrepreneurial intelligence is thus proposed as the ability to recognise opportunity through synthesis of the whole and creatively combining resources that result in the creation. The concept of entrepreneurial intelligence goes further because it is inherent in its meaning the possibility of recognising, acquiring and developing it and is more general than the idea of entrepreneurial mindset. Entrepreneurial intelligence seeks precisely to acquire skills such as self-awareness, coping with uncertainty, working with others and spotting opportunities that are the basis of entrepreneurial intelligence. Entrepreneurial intelligence is the ability to think and act so training activity expected to improve students by using it.

کلمات کلیدی:

Smart Competition, Intelligent Competition, Competition capabilities, Entrepreneurial intelligence, organizational intelligence

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/2033611>

