

### عنوان مقاله:

assessing the effect of structural-organizational factors on competitive intelligence

### محل انتشار:

ششمین کنفرانس بین المللی مدیریت (سال: 1387)

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### خلاصه مقاله:

Structural-organizational intelligence, as a flexible information infrastructures and efficient interior ganizational communications tool, has transformed the way that firms gather, produce and transmit competitive intelligence (CI). Yet, there is little empirical work on the impact of the structural-organizational intelligence on CI and the subsequent effects on the organizational competitive advantages. A questionnaire survey is used to gather data for the study. The findings indicate that information technology (as structural factor) and content factors (as organizational factor) of the structural-organizational intelligence are significantly related to attain CI. However, the relationship between content factors and use of information technology is significant. The study also provides empirical evidennce that attain CI is .positively related to organizational competitive advantages. Conclusion and implications of the results are discussed

### کلمات کلیدی:

Stuchural-organition intelligence, Competitive intelligence, Persistent competitive advantage. Stuchural equation modeling

### لینک ثابت مقاله در پایگاه سیویلیکا:

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