

A decorative graphic on the left side of the slide, consisting of white lines and circles on a blue gradient background, resembling a circuit board or a stylized tree structure.

# **ECONOMIC INTELLIGENCE**

# Definition of economic intelligence

- **Economic intelligence (EI)** is a set of environmental monitoring actions to collect, process, analyze, and disseminate valuable information to economic actors. It integrates the protection of the information thus produced and its use in influence and lobbying actions. The objective of EI is to explain the relationship of organizations faced with the emergence of the information society and offer them tools to take advantage of these transformations
- **Economic Intelligence**, concerns the set of concepts, methods and tools which unify all the co-ordinated actions of research, acquisition, treatment, storage and diffusion of information, relevant to individual or clustered enterprises and organisations in the framework of a strategy. These processes are coherent, permanent and interactive. They induce real changes in decision making mechanisms

# **Why Economic Intelligence?**

- **Global economic news points to the proliferation of risks of confrontation due to the progressive limitation of resources, growing tensions over the question of energy, and the desire for commercial conquest of new entrants (Esambert, 1996). This economic war requires the use of tools and techniques to allow the company to achieve a competitive advantage. Hence, the interest in using economic intelligence techniques such as the watch as a means of anticipation and monitoring, protection as a means of defending the information assets acquired in an increasingly competitive environment, and influence as a means of impacting its environment and imposing a point of view, a brand image, a reputation capable of enabling the organization to play an active role in the global economic sphere**

# Economic intelligence goals

- Anticipating future markets.
- Understanding competitor strategy.
- Accurate and correct delivery of information in the organization.
- Protecting competitive opportunities.
- Controlling and preserving information for its importance in developing the institution.
- Knowing how to manage information and select the most important and necessary information for the benefit of the institution, especially with regard to making critical decisions.
- Anticipate and be reactive
- Create new skills and stimulate innovation
- Understand the threats and opportunities of the environment that allow the implementation of strategic actions
- Producing strategic and tactical information with high added value. Providing the best information to decision makers To ensure the best competitive positions for the organization.

# The Three Pillars of Economic Intelligence



A strategic information management is based on three aspects: a) Knowing and anticipating changes in the environment; b) Protecting and preserving strategic information against competitor attacks; c) Using the information produced and the knowledge to develop actions of positive influence on the environment.



# Economic intelligence systems or policies

## Protection:

Economic intelligence activities (collecting, analyzing, distributing and exploiting useful information) are the necessary protection guarantees to preserve and defend information in competitive conditions and quality requirements.

## Impact:

The organization uses the impact system to know the impact of information in its environment. The scope of economic intelligence has become a source of influence and power

## strategic vigilance:

- ✓ Discovery
- ✓ Expectation
- ✓ Learning
- ✓ Surveillances

# **Stages of Economic Intelligence**

- **Research and collection of important information**
- **Processing and translating data**
- **Formulating strategic thinking: innovation strategies, project leadership, anticipating and controlling risks, assessing the impact of decisions.**
- **Implementing operation and Activating influence networks.**
- **Evaluating impacts and collecting practices: impact study and self-evaluation.**

# Components of Economic Intelligence

- **Network:** An internal network of all employees of the organization And an external network such as the network of relationships built by managers and employees.
- **Guidance:** Economic intelligence is a function or activity that works for the benefit of the organization.
- **Memory:** The economic intelligence system aims to store its results and rely on a proactive path in order to benefit from the captured information.
- **Culture:** Economic intelligence includes the elements of communication, interaction, and information sharing. It is a system that primarily includes the values of sharing.