

THE FUTURE OF COMPETITIVE INTELLIGENCE IN AN AI-ENABLED WORLD

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Abstract:

Competitive intelligence consultancies are a subset of the management consulting industry, and along with business intelligence and knowledge management, competitive intelligence represents one leg of the commercial intelligence triad. Business intelligence and knowledge management benefit considerably from Big Data and artificial intelligence. As Big Data, Big Data analytics, and artificial intelligence continue to significantly transform countless industries, some have asserted these technologies will disrupt the management consulting world, and could even render the role of the human analyst obsolete. This article examines the future of competitive intelligence in an AI-enabled world, and identifies trends and proposed changes that will enable competitive intelligence to remain both relevant and valued for decades to come.

Keywords: Competitive intelligence, Artificial Intelligence, Business intelligence, Big Data