

جامعة محمد بوضياف المسيلة  
كلية العلوم الاقتصادية والتجارية وعلوم التسيير

الملتقى العلمي الدولي حول:  
التحول الرقمي للمؤسسات والنماذج التنبؤية على المعطيات الكبيرة

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الأستاذة: بن سالم آمال

أستاذة مساعدة بجامعة محمد بوضياف - المسيلة

البريد الإلكتروني: scmo.amel@gmail.com

الأستاذ: حرزلاوي نور الدين

استاذ بجامعة علي لونيبي البلدية -2- بالعفرون

البريد الإلكتروني: Harzallaouinounou895@yahoo.com

**The role of vigilance and strategic intelligence to achieve  
competitive edge**

المحور: اليقظة الاستراتيجية والذكاء الاقتصادي/ المعطيات الكبيرة

## **Abstract**

In the context of economic globalization, access to appropriate and reliable information in a timely manner, and use it in important decisions, Is essential for the continuation of the organizations in the international economy, considering that information is a basic material for building knowledge and expectations, and as an offensive weapon used by organizations in today's competitiveness "battle". Thus emerged the strategic vigilance and strategic intelligence as practices Allow the organization to gather information and respond to the impact of such information in order to achieve the competitive edge. In this paper we will address the subject through the three axes are as follows:

**Axis I: the conceptual framework for competitive edge**

**Axis II: the conceptual framework for the strategic vigilance and strategic intelligence**

**Axis III: The role of vigilance and strategic intelligence to achieve competitive edge**

**Key words:** strategic vigilance, strategic intelligence, competitive edge, competitive advantage, organization.









: **Kuhlmann et al**

! " # \$ % : Degenaro et al

13.1	9.8	
45.8	54.5	
41.1	35.9	
100	100	

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