Competitive Intelligence in Shifting Research Environments

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Competitive Intelligence

The ethical collection and analysis of information in order to support strategic decision making.

Know Your Role

- Decision support vs. Decision-making

- Intelligence should be actionable

- Awareness of institutional strategic plans

- Awareness of institutional climate/culture/priorities

CI and Competitive Proposals

Two examples of CI in action:

CI from within → proposal non-development

CI from outside → stronger proposal package

Data-Mining Approaches

- Define your goals
  - First, ask "Why?"
  - Intelligence vs data dumps
- Formulate a hypothesis
- Understand your data needs
  - How and where to dial into data
- Methods
  - Use the simplest solution
- Resources to support work

Ethical Approaches

- Ethical concerns and conversations
  - DORA, Leiden

- Truth in numbers?
  - Metrics tidal wave

- Assess VS Evaluate
  - Describing, sharing

- Coordinated effort (w/ peers)
  - Institutional knowledge

Institutional CI Peers

- Following leadership interests and requests
- Partnering with overlapping entities
- Finding like-minded initiatives
- Sharing resources
- Coordinating efforts (or not)
- Converging/competing interests

CI Working Group

A monthly call to connect likeminded peers to build a community of practice and socialize the idea of competitive intelligence work and how it complements the research development profession.

Helpful Items

Strategic and Competitive Intelligence Professionals (SCIP) http://scip.site-ym.com/

Declaration on Research Assessment (DORA) http://www.ascb.org/dora/

Leiden Manifesto for Research Metrics http://www.leidenmanifesto.org/

The Metric Tide https://responsiblemetrics.org/the-metric-tide/