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## **THE ACADEMIC ENTREPRENEURSHIP AND COMPETITIVE INTELLIGENCE**

### **Abstract:**

Academic Entrepreneurship and Competitive Intelligence are emerging concepts that are increasingly used in today's new business models. The concept of Academic Entrepreneurship refers to an entrepreneurial model through which the knowledge acquired during the academic research process is marketed in the form of a business in the real market. There are a number of similarities between the academic research and entrepreneurship process, including the following: identifying a problem that needs to be solved – often innovative, in a hyper-competitive environment, marked by a fierce struggle for funding and necessitating sustained effort for long periods of time.

Competitive Intelligence is a popular business tool among corporations on which decision makers base their actions and decisions. The first step in the Competitive Intelligence process is to define the KIT – Key Intelligence Topics. This stage, through which the main research directions are identified, is also identified in academic research by identifying the objectives of scientific research. After this stage, the Competitive Intelligence professional builds a system of sources on several categories with the help of which he will monitor the research topic. The Competitive Intelligence process itself has a number of similarities with the scientific research process and consists of the following stages: planning and directions, data and information collection, processing and analysis and, the final stage, is the dissemination to the beneficiary. Using this process of Competitive Intelligence, it helps the beneficiary to make informed decisions and he will have a competitive advantage over other companies in the market – entrepreneurs are constantly looking for this type of competitive advantage.

In conclusion, the researcher who is willing to transform the knowledge and information gained through research into a form of business as an academic entrepreneur, presents a set of skills that are common to the field of Competitive Intelligence. These skills can help him underlie his business decisions and can provide him a competitive advantage.

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