

Dear colleagues,

We would like to invite proposals for articles for an international blind peer-review scientific journal (Twenty fourth CFP)

"Problems of Management in the 21st Century"
ISSN 2029-6932 (print) ISSN 2538-712X (online)

<http://www.scientiasocialis.lt/pmc>

Papers submitted to PMC_24CFP_2020 should be original work and substantively different from papers that have been previously published or are under review in a journal or another peer-reviewed publication. We invite submission of papers describing innovative research on all aspects of management and related areas. Submitted papers will be assessed based on their novelty, technical quality, potential impact, and clarity of writing.

The call is open till 20 November 2020.

Application form + declaration + full paper: 20 November 2020

<http://www.scientiasocialis.lt/pmc/?q=node/6>

APC: PMC does not charge any APC (article processing charges) from author(s) in the 24th CFP.

Submission online: <http://www.scientiasocialis.lt/pmc/node/157>

We advise you to use a **template** for paper preparation. You can download it from our website:

<http://www.scientiasocialis.lt/pmc/?q=node/6> (template for paper, Word format). Theoretical papers usually follow an argumentative pattern and are organised around the solution of a problem.

PMC is indexed listed/abstracted in: EBSCO, INDEX COPERNICUS, ZDB, OAJI, CNKI, ESJL, Ulrich's Periodicals, Zeitschriftendatenbank (ZDB), MIAR, ROAD, EUROPUB, DOI, Crossref, ABI/INFORM (ProQuest), Dimensions, etc.

Last but not least

International journal „*Problems of Management in the 21st Century*“ is a high quality scientific journal which publishes original research on all areas of management sciences. The Journal welcomes the submission of manuscripts that meet the general criteria of significance and scientific excellence. Submitted papers will be assessed based on their novelty, scientific and technical quality, potential impact, and clarity of writing. All submissions will be checked by **iThenticate** before sending to reviewers. The publisher and journal have a policy of “Zero Tolerance on the Plagiarism”.

PMC is a semiannual, open access, scientific journal. It is published in *June* and *December*.

Sincerely yours,

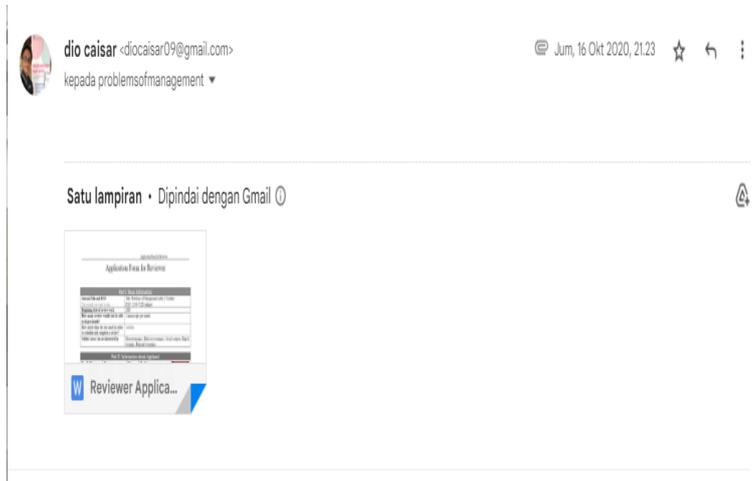
Editorial Board

Apologies for possible multiple copies / For Unsubscribe this mail kindly reply us

Scientia Socialis Ltd, the Associated Member of the [Lithuanian Publishers Association](#) & Crossref, 29 K. Donelicio Street, LT-78115 Siauliai, Lithuania.
In cooperation with SMC "Scientia Educologica", Lithuania.
E-mail: problemsofmanagement@gmail.com
Website: <http://www.scientiasocialis.lt/omc/>
Skype: scientia12
Facebook: <https://www.facebook.com/ScientiaEducologica>

Satu lampiran • Dipindai dengan Gmail 





 **Problems of Management in the 21st Century** <problemsofmanagement@gmail.com> 22 Okt 2020, 20:22 ☆ ↶ ⋮
kepada saya ▾

🌐 Inggris ▾ > Indonesia ▾ [Terjemahkan pesan](#) Nonaktifkan untuk: Inggris ✕

Dear Caisar,

Thank you for your interest. We will analyze information presented and inform you.

Sincerely yours,

Prof. V. Lamanuskas, editor

2020-10-16, pn, 16:23 dio caisar <diocaisar09@gmail.com> rašė:

—

Scientia Socialis Ltd, the Associated Member of the [Lithuanian Publishers Association](#) & Crossref, 29 K. Donelaičio Street, LT-78115 Šiauliai, Lithuania.
In cooperation with SMC "Scientia Educologica", Lithuania.
E-mail: problemsofmanagement@gmail.com
Website: <http://www.scientiasocialis.lt/pmc/>
Skype: scientia12
Facebook: <https://www.facebook.com/ScientiaEducologica>

(tanpa subjek) Kotak Masuk x



dio caisar <diocaisar09@gmail.com>
kepada saya ▾

@ Jun, 30 Okt 2020, 10:58 ☆ ↶ ⋮

3 Lampiran • Dipindai dengan Gmail



MARKETING INTELLIGENCE: BENEFITS AND IMPLEMENTATION OF ITS BUSINESS

TITLE - MARKETING INTELLIGENCE: BENEFITS AND IMPLEMENTATION OF ITS BUSINESS

PUBLICATION TYPE - Journal Article

YEAR OF PUBLICATION - 2020

AUTHORS - Maria, S, Pusriadi, T, Caisar Darma, D.

JOURNAL - Problems of Management in the 21st Century

VOLUME - 15

ISSUE - 2

ISI/CROSSREF



ProQuest
ABNFORH Collection

KNKI
SCHOLAR

Garuda
Digital Library

Integrity
Thenticate

OPEN ACCESS



Abstracting and Indexing

Problems of Management in the 21st Century (ISSN 2029-6932) is abstracted/indexed/listed/cited in:

- ABI/INFORM (ProQuest)
- Crossref
- DOI
- Index Copernicus
- EBSCO: Business Source Complete
- EBSCO: Business Source Elite
- EBSCO: Business Source Corporate
- Contemporary Science Association/AAP databases
- TOC Premier (EBSCO list)
- The Wroblewski Library of the Lithuanian Academy of Sciences
- Genamics JournalSeek
- Ulrich's Periodicals Directory / Global Serials Directory
- Open Academic Journals Index (OAJI)
- Scientific Indexing Services (SIS)
- Scholar Steer
- CNKI (China National Knowledge Infrastructure) Scholar
- Eurasian Scientific Journal Index (ESJI)
- Information Matrix for the Analysis of Journals (MIAR)
- Directory of Open Access Scholarly Resources (ROAD)
- Academic Resource Index (ResearchBib)
- World Catalogue of Scientific Journals (WCOJS)
- EuroPub
- ECONBIZ
- Leibniz Information Centre for Economics
- The Scientific Literature Database (Scilit)
- Internet Archive



MARKETING INTELLIGENCE: BENEFITS AND IMPLEMENTATION OF ITS BUSINESS

201029.pmc_SU-etmc_review

Abstract

MI may still sound quite foreign to some people who have never heard this term. However, this term is certainly often heard by some people, especially those who are in the business world. The term MI is generally interpreted as a knowledge obtained as a result of data analysis in a company. This paper aims to present the extent to which the benefits and strategic steps that companies get by implementing MI. In simplifying the presentation, we use literature study techniques from various information (journals and other supporting information). This system is commonly used by companies to be able to get information about what the company wants to know. For example, in marketing performance or maybe, sales results or maybe the company wants to know various things about consumer behavior. So in this case, the company can apply this system to get an overview of certain matters relating to the products produced. With the presence of MI, business actors can take advantage of all information and technology that are interconnected, so that it becomes practical convenience in this digital era. Establishing technology requires facilities such as the internet so that it will change the work environment for marketers. Those who have adapted to MI, need to carry out further studies to determine consumer groups and association power so that the business continues to grow.

Comment [Reviewer1]: In full first and abbreviation in parenthesis

Comment [Reviewer2]: Paper itself has no aim...Research aim

Comment [Reviewer3]: Impersonal style

Comment [Reviewer4]: Unclear expression

Comment [Reviewer5]: It should be extended. An abstract represents briefly a content of a text. In an abstract there are described aims of research, methodology, results and conclusions.

Key words: marketing intelligence, information systems, business, companies. MI, digital systems, business development, supporting information.

Comment [Reviewer6]: Google gives 14 010 000 000 results for this word "information". It is absolutely unsearchable

Proposed Keywords are not appropriate
One word does not fit as a keyword

Introduction

Marketing intelligence (MI) is everyday information relevant to a company's market, collected and analyzed specifically for the purpose of accurate and confident decision making in determining market opportunities, market penetration strategies, market development, and metrics. MI is required when entering foreign markets (Al-zoubi, 2016; Tahmasebifard, 2018).

The MI determines the intelligence required, collects with the seeking environment, and provides it to the marketing manager who needs it. Marketing intelligence software can be deployed using on-premises or software as a service. These systems take data from different data sources, such as web analytics, business intelligence, call center, and sales data, which often come in separate reports, and put them into a single environment. In order to collect MIs, marketing managers must keep in touch with relevant books, newspapers, and trade publications (Kartika, 2017; Wagner & Zubey, 2015; Fan et al., 2020). In this digital era, marketing intelligence (MI), as information that is relevant to the company's daily market, is specifically collected and analyzed because it becomes a consideration for accurate decision making. So far, MI is the actual information in determining the market penetration strategy, market opportunities, market development, and the level of competitive competition. Thus, MI is indispensable when a company or those engaged in business enter the global market (Al-zoubi, 2016; Tahmasebifard, 2018).

MI is also needed to determine intelligence, provide it to marketing managers, and gather with the search environment. With the special assistance of software, marketing intelligence can develop through the local supply of software as a service. Data sources are integrated with these systems because of the inclusion of multiple data sources (web analytics, sales data, business intelligence, and data centers) that often come in separate reports, thus placing them into one environment. To collect MI, marketing managers are in intensive contact with relevant information, newspapers,

Comment [Reviewer7]: The APA Manual (6/7th ed.) says: "Order the citations of two or more works within the same parentheses alphabetically" (6.16 on page 177).

books, and other print media containing trade publications (Kartika, 2017; Wagner and Zubey, 2015; Fan et al., 2020).

Venter ~~et-~~and Rensburg (2014) explains that it is necessary to talk with various stakeholders such as customers, distributors, and additional suppliers. MI should also monitor social media and carry out online discussions. Marketing managers can design related reports and visualize data coming from multiple departments and sources (even, in some cases, external data).

~~This allows them to see current key performance indicators in real time (or as fast as the source provides data) and analyze trends, rather than waiting for analysts to provide periodic reports. The concept of MI, in particular, has developed in both business and academia. Various studies on marketing are certainly a priority, especially in developing countries because they are useful for understanding consumers operating in the marketing environment. Referring to complex awareness, this coincides with their success in conducting marketing studies with particular consequences so that even if there is clear pressure to explain it, there are usually barriers to achieving it (Kinsey, 1988; Wright and Calof, 2006).~~

Comment [Reviewer8]: and

Comment [Reviewer9]: past simple

Comment [Reviewer10]: too narrow

The introduction should contextualize the study... what research has been conducted locally and globally to raise this issue

Enrich this section...show the context of your country etc.

Problem of Research

Currently, most of the middle and lower class businesses still pay less attention to MI, even though this is quite important to note. MI is the process of gathering information that will later be used to solve problems related to marketing plans and strategies. This activity is usually carried out by trained professionals so that they are familiar and can collect information without other people knowing that they are an MI. An MI is also very accustomed to looking for as much information as possible and can use everything to be used as information (Keysa, 2020; Igbaekemen, 2014; Ade et al., 2014; Gresty, 2015); Obeidat et al., 2016).

This MI is an important thing for the process of developing a business. With this MI activity, companies can find out information about what our target market needs and wants, target market behavior, and what is currently trending in society. This is very important for the successful marketing of a new product (Obeidat et al., 2016).

Formatted: Not Highlight

Comment [i-[11]: The APA Manual (6/7th says: "Order the citations of two or more work within the same parentheses alphabetically" (6 on page 177).

Formatted: Not Highlight

Comment [Reviewer12]: What is the problem? Are there any existing solutions? What is its main limitation? And what do you hope to achieve?

Research Focus

In developed countries, most of them have implemented the MI system well, but in local companies in developing countries (such as Indonesia) there are still not many companies that carry out market intelligence activities, especially small companies, and new businesses. They are still hesitant to carry out market intelligence activities because doing this activity requires more human resources and costs. On the basis of these considerations, we are interested in highlighting the beneficial aspects and strategic steps in MI for corporate sustainability.

Research Methodology???

The model in this study focuses on the predetermined objectives of the role of MI for corporate sustainability, so a theoretical approach is needed. In order to deepen this concept, at least it needs a description and critical evaluation of the views of the various studies that have been carried out so that it becomes a major concern. This work is supported by an analytical model, i.e. a systematic review. According to Kraus et al. (2020) and Lestari et al. (2020), a systematic review is part of a literature review that uses systematic methods in comparison of previous studies, collecting secondary data, and comparing them from perspective.

The theoretical and practical contribution with a literature review can at least bring up the potential for an idea or thought that can be developed by explaining how and what criteria should be

Comment [Reviewer13]: Describe your research methodology...research type, scope, time etc.

Comment [Reviewer14]: What analysis method was used?

used in evaluating its quality (Snyder, 2019). In an integrative and systematic way, that the quality and purpose of implementing effective research can use any type of approach (Adolphus, 2009; Gentles et al., 2016).

Discussions

Benefits of MI

Basically, the use of MI can provide positive benefits for its users. Some of these benefits include analysis of consumer behavior, predictions of sales, financial budgets, optimization of operational performance, and risk analysis (Vishnoi & Bagga, 2020; Qandah et al., 2020).

Consumer behavior becomes something that is considered important for a company in an effort to market products. By carrying out the act of analyzing consumer behavior, a person can gain knowledge and understanding of what to do with the product. Producing products should at least be done based on market demand. So, someone needs to understand what consumers want, so they can produce products that suit the needs and desires of consumers. After all, a product will certainly be more easily accepted by the market if it is needed (Aldaihani & Ali, 2019).

MI is also a system that can be useful for companies to determine various steps and efforts in terms of product sales or marketing. With this system, companies can carry out marketing activities that are right on target. To achieve the right results, the company should be able to predict the sales process that will be carried out. The product sales process certainly plays an important role in marketing the product. The right sale will make the product in demand in the market so that later appropriate results can be obtained (Yaseen et al., 2016).

Figure 1 presents that since the presence of the MI system, funds planning or budgeting can also be carried out appropriately. Because through this system a company will be led to conduct surveys in order to obtain various data obtained. The results in the form of data that are then processed will help determine the various efforts that need to be made as to the next stage. To determine various efforts, a budget is definitely needed. Therefore, fund budgeting needs to be done properly so that every step taken by the company tends to be efficient.



Figure 1: MI framework The Comprehensive of MI.

Source: Adapted from The Empresa Journal (2015) Authors design

Comment [Reviewer15]: According to APA Manual 7th ed., the in-text citation for works with three or more authors is now shortened right from the first citation. You only include the first author name and "et al.": <https://www.scribbr.com/apa-style/apa-seventh-edition-changes/>

Comment [Reviewer16]: Research Results Or, it can be named differently depending on the research type, descriptive research or so

A descriptive research paper consists of three part introduction, body part and conclusion. Sometime not always, it becomes necessary to include a table of contents and or paper outline or the summary.

Comment [Reviewer17]: The title should be above (see APA7th ed).

Comment [Reviewer18]: Indicate exact sou

Through a systemized data collection, all employees in a company can work as needed. In this case, the MI system will help and make it easier for employees to work so that appropriate results can be obtained based on all the data that has been obtained. In other words, the operational performance of a company can run more optimally. In the end, optimal performance can help get the right analysis results so that later the sales process can be carried out on target (~~Susanto & Samuel, 2017~~; Alshanty & Emeagwali, 2019; Susanto & Samuel, 2017).

The risks that may be experienced by a company are also predictable. In this case, the use of the MI system can also help companies to carry out a risk analysis. Various possible risks can be predicted so that the company can then take preventive measures. Prevention efforts are carried out as a form of anticipation of all risks that may be experienced by the company. For example, just the risk of loss will result in bankruptcy and even a sharp decline.

Implementation and Strategy

As for the implementation of this MI, there are several steps that are commonly taken through identifying problems, identifying locations, designing data, surveying data, and implementing applications (Obeidat, 2016). MI requires information technology as an important key in responding to market changes, satisfying customers, implementing marketing plans, and final decision-makers. For example, supermarket chains are formed because they are broadcast on television because indirectly such media can help promote products. In addition to information technology assistance, revitalization of knowledge is also being developed, thereby increasing company sales (Guarda et al., 2012; Mackenna, 2002; Trim & Lee, 2006).

Comment [Reviewer19]: It is not correct to have one sentence as a paragraph

Problem identification is the first step in the MI system. In this case, the problem that needs to be identified is everything related to the business world. Through this effort, several kinds of data will be found that are needed to support analytical activities by the company. From the results of this analysis, results will be obtained regarding all matters relating to the business or business. Therefore, problem identification must be done clearly so that later clear analysis results can be obtained (Giménez-Figueroa et al., 2018; Shatnawi, 2015).

Every company, of course, requires a variety of data. In general, efforts are made to obtain data regarding various things that can support the activities of a company. Also included in this case is the location related to the data collection process. The location needs to be known because this location itself will also become data so that it can provide information about something in a company (Maria et al., 2019).

The data obtained, for example, from the results of a survey by a company is usually still raw. So all the data that has been obtained must be processed first before then being analyzed. If the data has been processed, this means that the data is ready to be converted into a more precise form and can be processed. The data, which was still raw in nature, needs to be converted into consistent data (Al-Lozi, 2017).

Steps are needed in retrieving various data that have been processed in the previous stage. The data taken is then classified based on the main problem. Thus, the data analysis process can later be done in an easier way. Data analysis can be done by looking at data that has been centralized so that the results of the analysis can be right on target (~~Nguyen & Canh, 2020~~; Aunkofer, 2018; Nguyen & Canh, 2020).

The final step in the MI system is to install the applications needed to be able to process data. You may be able to install applications to help employees carry out all their duties. The application installed certainly aims to facilitate employee performance in terms of data analysis. Provide applications that make it easier to access data so that later work can be done more effectively and efficiently (Paris & Vinogradov, 2013).

Through the MI application according to the steps suggested, of course, there are various kinds of appropriate and maximum benefits. The same is the case when deciding to use the

appropriate product to support company finances. One of them is through the use of online businesses. That way, the company's finances can be more optimal and more efficient. Breakouts can be done more quickly and the potential for cheating can also be maximally avoided. With the presence of MI, this allows them to measure key performance indicators in real-time, as quickly as the source provides data, and analyze trends rather than waiting for analysts to provide reports for long periods of time. In a business context, the combination of technology, innovation, and strategy with increasing competitiveness makes the high demands for information a need and a challenge in itself. Some good reasons to reflect the decision-making process that is built on valid information refers to the collection of data from internal and external sources. Although the volume of information available is always increasing, it does not mean that people can get hold of it easily (Petrini and Pozzebon, 2003).

Comment [Reviewer20]: What is new here?

It must be clear what is the added value of this research to previous reports. It is obligatory to make sure that reported new information is significant for international level readers of PM

Conclusions

~~The~~ MI system is designed for use by marketing managers and is frequently seen by employees throughout the organization. They may have user interfaces that more closely resemble consumer software than software around individual data sources, designed for use by analysts. Business intelligence, for example, can collect very accurate, timely, granular data, but often requires information technology support to build and edit custom reports.

MI which is used in large-scale companies uses the activity of designing competitive advantage and customer value analysis in observing competitors. The source of MI used by large-scale companies is the internal and external environment of the company. The MI factor used by large-scale companies uses three kinds of factors. The first factor is the observation of six competitor's main data (competitors' products, competitor prices, competitor promotions, competitor strategies, competitor sales, and other data relating to competitors. Second, competitive advantage factors that emphasize information processing related to competitor innovations such as product quality. Therefore, the third factor used is salesforce through company insiders to carry out MI, because relying on the company's ability is needed in the use of these factors. This paper is expected to contribute to global markets that are developing digital systems. As an added value, it needs continuous integration in MI with the support of managers in various companies and organizations, technological advances, consumers, and other parties related to product marketing.

Comment [i-[21]: What is the value of this research in an international context?

Acknowledgements

~~Our~~ The authors gratitude goes to both institutions for moral support. The authors have spent their time, energy, and thoughts in this paper. The highest appreciation goes to the editors and reviewers of Problems of Management in the 21st Century.

Comment [Reviewer22]: Impersonal style. Must be change "The authors".

References

- Ade, L. P., Akanbi, A. M., & Tubosun, A. I. (2017). The influence of marketing intelligence on business competitive advantage (A Study of Diamond Bank Plc). *Journal of Competitiveness*, 9(1), 51-71. <https://doi.org/10.7441/joc.2017.01.04>
- Adolphus, M. (2009, December 17). How to carry out a literature review for a dissertation or research paper. Emerald Publishing. <https://www.emeraldgrouppublishing.com/archived/research/guides/methods/literature2.htm>

Comment [Reviewer23]: lowercases

Aldaihani, F. M., & Ali, N. A. (2019). Impact of relationship marketing on customers loyalty of Islamic banks in the state of Kuwait. *International Journal of Scientific & Technology Research*, 8(11), 788-802.

Comment [Reviewer24]: lowercases

Alshanty, A. M., & Emeagwali, O. L. (2019). Market-sensing capability, knowledge creation and innovation: The moderating role of entrepreneurial-orientation. *Journal of Innovation & Knowledge*, 4(3), 171-178. <https://doi.org/10.1016/j.jik.2019.02.002>

Al-zoubi, A. F. (2016). The Impact of Marketing Intelligence on Innovation and Technological Entrepreneurship in Jordan Telecommunication Company (Empirical Study). *Journal of Marketing and Consumer Research*, 21, 22-40. <https://iiste.org/Journals/index.php/JMCR/article/view/29205>

Comment [Reviewer25]: if DOI is not available, include an URL

Aunkofer, R. (2018). Connecting the World and Reinventing Customer Centricity. *GfK Marketing Intelligence Review*, 10(2), 55-59. <https://doi.org/10.2478/gfkmir-2018-0019>

AL-Lozi, K. S. (2017). The effect of entrepreneur characteristics on enforcing strategic capabilities: An Empirical study at Jordan Telecommunication Sector. *Journal of Social Sciences*, 6(1), 70-93. <https://doi.org/10.25255/jss.2017.6.1.70.93>

Comment [Reviewer26]: lowercases

Fan, X., Ning, N., & Deng, N. (2020). The impact of the quality of intelligent experience on smart retail engagement. *Marketing Intelligence & Planning*, 38(7), 877-891. <https://doi.org/10.1108/MIP-09-2019-0439>

Gentles, S. J., Charles, C., Nicholas, D. B., Ploeg, J., & McKibbin, K. A. (2016). Reviewing the research methods literature: Principles and strategies illustrated by a systematic overview of sampling in qualitative research. *Systematic Reviews* 5(172), 1-11. <https://doi.org/10.1186/s13643-016-0343-0>

Giménez-Figueroa, R., Martín-Rojas, R., & García-Morales, V. J. (2018). Business Intelligence: An Innovative Technological Way to Influence Corporate Entrepreneurship. In book: *Entrepreneurship - Development Tendencies and Empirical Approach*, Chapter 6. London: Intech Open. <http://dx.doi.org/10.5772/intechopen.70538>

Gresty, M. (2015). Market intelligence gathering in executive search firms. *Business Information Review* 31(4), 206-211. <http://dx.doi.org/10.1177/0266382114564266>

Guarda, T., Santos, M. F., Pinto, F., Silva, C., & Lourenço, J. (2012). A conceptual framework for marketing intelligence. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 2(6), 455-459. <http://dx.doi.org/10.7763/IJEEEE.2012.V2.163>

Igbaekemen, G. O. (2014). Marketing intelligence as a strategic tool for competitive edge. *British Journal of Marketing Studies*, 2(5), 17-34.

Kartika, C. (2017). The role of marketing intelligence and marketing architecture based technology assist in the development of business on the MSMEs Maount Bromo Probolinggo in East Java. *Sinergi*, 7(2), 41-51. <http://dx.doi.org/10.25139/sng.v7i2.366>

Kesya, E. (2020). Pentingnya marketing intelligence dalam Berbisnis. *Creativepreneurship*. Retrieved 14/10/2020, from <https://binus.ac.id/bandung/2020/04/pentingnya-marketing-intelligence-dalam-berbisnis/>

Kinsey J. (1988). Marketing research in developing countries. In: *Marketing in Developing Countries. Macmillan Studies in Marketing Management*. Palgrave, London. https://doi.org/10.1007/978-1-349-19147-5_4

Formatted: Font: Italic

Mackenna, R. (2002). *Acesso total: O novo conceito de marketing de atendimento*. Campus, Rio de Janeiro.

Maria, S., Pusriadi, T., Hakim, Y., & Darma, D. C. (2019). The effect of social media marketing, word of mouth, and effectiveness of advertising on brand awareness and intention to buy. *Jurnal Manajemen Indonesia*, 19(2), 107-122. <http://dx.doi.org/10.25124/jmi.v19i2.2234>

Nguyen, B., & Canh, N. P. (2020). Formal and informal financing decisions of small businesses. *Small Business Economics*, 2020, 01-23. <https://doi.org/10.1007/s11187-020-00361-9>

Obeidat, B. Y. (2016). The Effect of Strategic Orientation on Organizational Performance: The Mediating Role of Innovation. *International Journal of Communications, Network and System*, 9(11), 478-505. <https://doi.org/10.4236/ijcns.2016.911039>

Obeidat, B. Y., Al-Suradi, M. M., Masa'deh, R., & Tarhini, A. (2016). The impact of knowledge management on innovation: An empirical study on Jordanian consultancy firms. *Management Research Review*, 39(10), 1214-1238. <https://doi.org/10.1108/MRR-09-2015-0214>

Paris, R. B., & Vinogradov, V. (2013). Fluctuation properties of compound Poisson-Erlang Lévy processes. *Communications on Stochastic Analysis*, 7(2), 283-302. <https://doi.org/10.31390/cosa.7.2.08>

- Petrini, M., & Pozzebon, M. (2003). The value of business intelligence in the context of developing countries. *Proceedings of the 11th European Conference on Information Systems, ECIS 2003, Naples, Italy at 16-21 June 2003.* <https://www.researchgate.net/publication/221408663> The value of business intelligence in the context of developing countries
- Qandah, R., Suifan, T. S., Masa'deh, R., & Obeidat, B. Y. (2020). The impact of knowledge management capabilities on innovation in entrepreneurial companies in Jordan. *International Journal of Organizational Analysis*, 2020, 1-26. <https://doi.org/10.1108/IJOA-06-2020-2246>
- Shatnawi, H. (2015). The Impact of Creativity on Zain Mobile Telecommunication Company of Jordan: An Empirical Analytical Study. *International Journal of Business and Management*, 10(9), 251-260. <http://dx.doi.org/10.5539/ijbm.v10n9p251>
- Susanto, J. E., & Samuel, H. (2017). Marketing Capability: Antecedents and Implications for SME Marketing Performance in Surabaya, East Java, Indonesia. *International Journal of Economic Research*, 14(13), 541-554.
- Tahmasebifard, H. (2018). The role of competitive intelligence and its subtypes on achieving market performance. *Cogent Business & Management*, 5(1), 1540073. <https://doi.org/10.1080/23311975.2018.1540073>
- The Empresa-Journal. (2015). Market Intelligence: How to Successfully Profile Your Competitors. *Internet Source*. Retrieved 9/10/2020, from <https://empresa-journal.com/2015/11/10/market-intelligence-how-to-successfully-profile-your-competitors/>
- Trim, P. R., & Lee, Y. (2006). The role of marketing intelligence officers in strategy formulation and implementation. *Handbook of Business Strategy*, 7(1), 125-130. <https://doi.org/10.1108/10775730610618738>
- Venter, P., & Rensburg, M. J. (2014). The relationship between marketing intelligence and strategic marketing. *South African Journal of Economic and Management Sciences*, 17(4), 440-456. <https://doi.org/10.4102/sajems.v17i4.642>
- Vishnoi, S. K., & Bagga, T. (2020). Marketing Intelligence: Antecedents and Consequences. *Proceedings of the International Conference on Innovative Computing & Communications (ICICC) in March 28, 2020.* <http://dx.doi.org/10.2139/ssrn.3563107>
- Wagner, W. P., & Zubey, M. L. (2005). Knowledge acquisition for marketing expert systems based upon marketing problem domain characteristics. *Marketing Intelligence & Planning*, 23(4), 403-416. <https://doi.org/10.1108/02634500510603500>
- Wright, S., & Calof, J. L. (2006). The quest for competitive, business and marketing intelligence. *European Journal of Marketing*, 40(5/6), 453-465. <http://dx.doi.org/10.1108/03090560610657787>
- Yaseen, S. G., Dajani, D., & Hasan, Y. (2016). The impact of intellectual capital on the competitive advantage: Applied study in Jordanian telecommunication companies. *Computers in Human Behavior*, 62, 168-175. <https://doi.org/10.1016/j.chb.2016.03.075>

Check all the sources and correct if needed strongly by APA 7th ed.

Reviewer 1:

APA style

<https://sfcollege.libguides.com/apa7/articles#s-lg-box-22344882>

The topic is interesting, however, some parts are so narrow. An introduction should be enlarged in order to show the basis for the current research.

The methodology section should be elaborated

Accept without revision	
-------------------------	--

Accept with minor revisions	
Accept: with moderate revisions	X
Pre-Accept: major revisions and re-evaluation	
Reject: Rework and re-submit	
Reject: do NOT re-submit	

Reviewer 2:

Accept without revision	
Accept with minor revisions	X
Accept: with moderate revisions	
Pre-Accept: major revisions and re-evaluation	
Reject: Rework and re-submit	
Reject: do NOT re-submit	