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运用概念格分析企业竞争情报需求

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摘要 针对当前竞争情报需求分析方法的局限性,利用问卷调查获得的数据,采用概念格的理论与方法,提出一种企业竞争情报需求分析的新方法。构建企业竞争情报需求的概念格,并提取相应的关联规则。在此基础上,分析企业的竞争情报需求,揭示企业竞争情报需求的特征及不同需求之间的关联关系,为国内竞争情报研究的相关理论和实践提供借鉴,也为企业自身、政府及科技情报机构识别企业的竞争情报需求提供必要的参考。

关键词: [竞争情报](#) [情报需求](#) [概念格](#)

Abstract: Aiming at the limitations of existing analysis methods of competitive intelligence demands, this paper puts forward a new method for the analysis of competitive intelligence demands for enterprises, the data obtained from questionnaire survey and the method of concept lattice theory are utilized. It builds the concept lattice of competitive intelligence demands and extracts related association rules for enterprises. On this basis, the paper analyzes the competitive intelligence demands of enterprises, and reveals the characteristics of competitive intelligence demands and the correlation among demands, the research conclusions are drawn finally. The research not only provides the domestic related theory and practice of competitive intelligence with references, but also offers some advice on identifying the competitive intelligence for enterprises, government and scientific & technical information institutions.

Keywords: [Competitive intelligence](#), [Intelligence demand](#), [Concept lattice](#)

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