

# Journal of Intelligence Studies in Business

ISSN: 2001-015X

VOL 5, NO 2 (2015)

## CONTENTS

G. Scott Erickson and Helen N. Rothberg

*A Longitudinal Look at Strategy, Intellectual Capital and Profit Pools*

pp. 5-13

A.S.A. du Toit

*Competitive intelligence research: an investigation of trends in the literature*

pp. 14-21

Amine Aziza, Mourad Oubrich and Klaus Solberg Søylen

*The impact of CRM on QoE: An exploratory study from mobile phone industry in Morocco*

pp. 22-35

Lucie Šperková, Petr Škola, Tomáš Bruckner

*Evaluation of e-Word-of-Mouth through Business Intelligence processes in banking domain*

pp. 36-47

Gianita Bleoju and Alexandru Capatina

*Leveraging organizational knowledge vision through Strategic Intelligence profiling - the case of the Romanian software industry*

pp. 48-58

~

**Journal Contact:***Mailing Address:*

JISIB

Halmstad University

Box 823

301 18 Halmstad

SWEDEN

*Principal Contact:*

Prof. Dr. Klaus Solberg Søilen

School of Business and Engineering (SBE)

Email: klaus.solberg\_soilen@hh.se

## EDITORIAL TEAM

### Founding Editors

Prof. Henri Dou (France), Groupe ESCEM  
Prof. Per Jenster (China), NIMI

### Honorary Editors

Prof. John E. Prescott (USA), University of Pittsburgh  
Prof. Bernard Dousset (France), Toulouse University

### Editor-in-Chief

Prof. Klaus Solberg Søylen (Sweden), Halmstad  
University

### Regional Associated Editors

#### America:

Prof. G. Scott Erickson (USA), Ithaca College

#### Europe:

Prof. Sahbi Sidhom (France), Nancy University

#### Asia:

Prof. Xie Xinzhou (China), Beijing University

#### Africa:

Prof. Adeline Du Toit (South Africa), University of  
Johannesburg

### Nordic Editorial Advisory Board:

Prof. Svend Hollensen, University of South Denmark  
(Denmark)  
Prof. Göran Svensson, Markedshøyskolen (Norway).

## The Editorial Board:

Dr. Mark Xu, University of Portsmouth, UK  
Dr. Subir Ranjan Das, University of Petroleum &  
Energy Studies, India  
Associate Professor Dirk Vriens, Radboud University,  
Netherlands  
Professor Karim Baina, École nationale supérieure  
d'informatique et d'analyse des systèmes  
(ENSIAS), Morocco  
Professor Uwe Hannig, Fachhochschule  
Ludwigshafen am Rhein, Germany  
Dr. Klaus Solberg Søylen, Halmstad University,  
School of Business and Engineering, Sweden  
Dr. Eduardo Flores Bermudez, Bayer Schering  
Pharma AG, Germany  
Professor Kingo Mchombu, University of Namibia,  
Namibia  
Professor Adeline Du Tout, University of  
Johannesburg, South Africa  
Professor Pere Escorsa, School of Industrial

Engineering of Terrassa, Politechnical University  
of Catalonia, Spain

Associate Professor Per Frankelius, Örebro  
University, Sweden

Professor Malek Ghenima, L'Université de la  
Manouba, Tunisia

Professor Blaise Cronin, Indiana University, United  
States

Dr. John E. Prescott, University of Pittsburgh, United  
States

Dr. Michael L Neugarten, The College of  
Management, Rishon LeZion, Israel

Professor Mika Hannula, Tampere University of  
Technology, Finland

Professor Kamel Smaili, Université Nany 2, France

Professor Henri Jean-Marie Dou, ATELIS  
Competitive Intelligence Work Room of the  
Groupe ESCEM, France

Professor Bernard Dousset, Toulouse University,  
France

Professor G. Scott Erickson, Ithaca College, United  
States

Professor Sahbi Sidom, Université Nancy 2, France

Professor Xinzhou Xie, Beijing Science and  
Technology Information Institute, China

Associate Professor Jonathan Calof, Telfer School of  
Management at University of Ottawa, Canada

Professor Per V. Jenster, Nordic International  
Management Institute, China

Professor Alfredo Passos, Fundação Getulio Vargas,  
Brazil

Professor Brigitte Gay, ESC-Toulouse, France

Professor Sophie Larivet, Ecole Supérieure du  
Commerce Extérieur (ESCE), Paris, France

## The Managerial Board:

Way Chen, China Institute of Competitive Intelligence  
(CICI)

Rainer E Michaeli, Director Institute for Competitive  
Intelligence GmbH, Germany

Philippe A. Clerc, Director of CI, innovation & IT  
department at the Assembly of the French  
Chambers of Commerce and Industry, France

Alessandro Comai, Director of Miniera SL, Project  
leader in World-Class CI Function, Spain

Pascal Frion, Director Acrie Competitive Intelligence  
Network, France

Hans Hedin, Hedin Intelligence & Strategy  
Consultancy, Sweden

Mourad Oubrich, President of CIEMS, Morocco

Halmstad, October 15th 2015

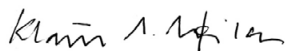
## EDITORIAL NOTE VOL 5, NO 2 (2015)

It is always a pleasure to realize, at the time of writing this editorial note, that the articles published by JISIB come from many parts of the world and from many industries. This is not intentionally - even though we strive for diversity - as we do not know what articles actually make it through the review process for each issue. Our rejection rate is now more than 80%. Some see that as a sign of quality.

In this issue of JISIB we publish three articles on Intelligence Studies presented at the ECKM 2015 conference. There is also an article by Oubrich et al. presented at the AIM 2015 conference. In addition ASA du Toit gives an updated analysis of the Intelligence Studies field.

As always we would first of all like to thank the authors for their contributions to this issue of JISIB.  
On behalf of the Editorial Board,

Sincerely Yours,



Prof. Dr. Klaus Solberg Søylen  
Editor-in-chief