Competitive Intelligence Practices in Mexico: A Meta-Analysis Study

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Abstract: This paper presents an analysis, using Meta-Analysis methodology, of 55 papers published between 2000 and 2015 of applications of Competitive Intelligence in Mexico**.** In order to increase their competitiveness, companies need information to develop strategies, make decisions and implement them through the organization. One way to achieve this is through methodologies designed among which the Competitive Intelligence (CI) stands out. Prescott & Miller (2002) define the CI in a clear and concise manner in saying that it is "any processable intelligence that can provide a competitive advantage". In Mexico, although in recent years the practice of CI has been increasing, its use is not yet widespread.

Keywords: Competitive Intelligence, Practices of IC in Mexico, Meta-Analysis