

# **STRATEGIC UNCERTAINTY AND FIRM PERFORMANCE: THE MEDIATING ROLE OF COMPETITIVE INTELLIGENCE PRACTICES**

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## **Abstract**

This study aims to identify the strategic roles of competitive intelligence and to examine the mediating effect of competitive intelligence practices on the relationship between perceived strategic uncertainty and firm performance. Data are collected from 123 public listed companies in Malaysia using mail questionnaire survey. The study highlights the essential role of competitive intelligence in supporting strategic decision making and strategic planning as well as in identifying opportunities and threats. Results reveal that perceived strategic uncertainty relates positively to competitive intelligence practices, which in turn, relates positively to firm performance. This paper includes implications, limitations, and recommendations for future studies.