Abstract

"Impact Of Adopted Strategy On Improving Jordanian Private Industrial Organizations Contribution In Local Development"

Conducted in 2014, this study aims to identify the impact of the adopted strategy of private industrial organizations on improving their local development. In order to achieve these objectives, a questionnaire was designed, evaluated by field specialists then the data was directly collected from the targeted population, the sample consists of (255) people in the top managements of (85) private Jordanian industrial organizations among the five industrial cities in the four governorates (Amman the capital, Irbid, Karak and Aqaba) based on the general strategies classification of Porter’s Generic Strategies.

The variations of the strategies adopted by the private industrial organizations were identified, main and sub hypotheses were tested using the appropriate statistical equation in SPSS, the study concluded some findings which are as they followed:

- There are significant statistical variances concerning the improvement of Jordanian industrial organizations due to their adopted strategies.

- The Jordanian industrial organizations that adopted “Cost leadership strategy” showed higher contribution in the local development comparing with other industrial organizations which adopted the other strategies according to Porter’s Generic Strategies classification.

- With the interfering of the mediator variable (Organization Profile), only five out of ten characteristics were associated in Jordanian industrial organizations sample of research which are: (organization property), (organization industrial situation), (organization’s declared capital), (operational capital) and (the industrial sector the organization belongs to), shows that there are significant statistical differences explaining the variance degree among Jordanian industrial organizations in the local development (within their governorate), due to their adopted strategies.

The study concluded to some recommendations where the most significant recommendations are:

1- The Ministry of Industry and other industrial governmental agencies in Jordan are requested to take all means into consideration to support organizations in order to boost their contribution level in the local development.

2- Although the country is committed to its obligation for the signed International agreements, there is a crucial need for protecting the industrial sector against intensive competition, which could be done by increasing governmental purchases of the same industrial sector.

3- Industrial sector organizations in Jordan have to implement clearer strategies that aim at protecting the local environment, which results in developing local communities.

4- Since industrial sector in any country and particularly in Jordan plays a major role in national country’s development, industrial companies are invited to adopt well-balanced strategy, which enhances the welfare and support the local development of the communities where they operate.

5- Industrial sector companies in Jordan are invited to review their industrial strategies periodically in order to correct any deviation, and to keep in line with the advanced developments on both levels - domestic and global.

6- Industrial sector companies in Jordan are requested to adopt a cost-leadership strategy in order to increase the level of organizations’ contribution to the local development by boosting the welfare of communities where they operate.

7- Private Industrial companies are requested to enhance all Porter’s strategies (Cost leadership strategy, Differentiation strategy, Focus Low Cost Strategy, Focus Differentiation strategy) in their operational activities for the purpose of increasing their contribution to the development of the local community.

In light of the concluded results and the statistical analysis that were done as part of this thesis, I advise to change the company profile from being a mediator to moderator.