



**The Impact of Strategic Supremacy Dimensions in achieving
Competitive Priorities**

A Case Study in Arab Bank

Prepared by

Ashraf Ahmed Mahmoud Abu Doush

Student No. Z01016

Supervisor

Prof. Dr. Zakaria M.Al-Douri

THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER BUSINESS ADMINISTRATION

Isra University

Faculty of Business

Department of Business Administration

Amman - Jordan

2019

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

رَبِّ أَوْزَعْنِي أَنْ أَشْكُرَ نِعْمَتَكَ الَّتِي أَنْعَمْتَ عَلَيَّ وَعَلَىٰ وَالِدَيَّ وَأَنْ أَعْمَلَ صَالِحًا تَرْضَاهُ وَأُدْخِلْنِي

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This dissertation was discussed under title “**The Impact of Strategic Supremacy Dimensions in achieving Competitive Priorities: A Case Study in Arab Bank**”.

It was approved on 18 / 4 / 2019

Discussion Committee	University	Signature
Prof. Dr. Zakaria M.Al-Douri	Isra	
Dr. Murad Attiany	Isra	
Prof. Dr. Hasan A. AL-Zobi	Applied Science Private	

Approval Form

I reviewed the Ashraf Ahmed Mahmoud Abu Doush thesis entitled "**The Impact of Strategic Supremacy Dimensions in achieving Competitive Priorities: A Case Study in Arab Bank**" and became sound in terms of language.

Name:

Signature:

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Acknowledgements

I'd like to thank Allah for giving me the health, power, and ambitious to achieve my goal throughout those years. And I'd also like to use this occasion to show my grace to each one who stood by me throughout the years of my MBA project. I am thankful for their influencing orientation, continues support, and friendly advice. I am really grateful to them for sharing their truthful criticism for several things related to the study.

I like to express my warm thanks to Dr. Zakaria M.Al-Douri. This thesis would not have been completed without his support, expert advice and constant patience. I am grateful for his faith in me and in my study. I will always appreciate him as a person and as my supervisor.

Dedication

To ...

My Father ... May Allah Prolong his life

My Mother ... May Allah Prolong his life

My Small Family ... Wife and My Children

My Brothers and Friends ... Everyone who helped me in
accomplishing this work

Thank you very much

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Abstract

The Impact of Strategic Supremacy Dimensions in achieving Competitive Priorities

A Case Study in Arab Bank

Prepared by: Ashraf Ahmed Mahmoud Abu Doush

Supervisor: Prof. Dr. Zakaria M.Al-Douri

This study aimed to investigate the impact of Strategic Supremacy Dimensions in achieving Competitive Priorities in Arab Bank. The study population included employees of Arab Bank from the top and middle administrations (general manager, deputy / assistant director, director of department and head of department) totaling (360) Individuals. The study sample of the study was random sample of the employees of the Arab Bank from the Higher and Middle Administrations (General Manager, Deputy / Assistant Director, Director of Department and Head of Department), which is (191) individuals.

To achieve the study objectives the study used quantitative (descriptive analytical approach) through many statistical tools, most notably multiple regression analysis.

The most important results reached in this study namely: there is a significant impact of strategic supremacy dimensions (The sphere of influence, competitive compression and competitive configurations) in achieving Competitive Priorities at Arab Bank at a level of significance ($\alpha \leq 0.05$). There is significant impact of strategic supremacy dimensions (Competitive Compression and Competitive Configurations) in achieving Cost Priority at Arab Bank at a level of significance ($\alpha \leq 0.05$). There is significant impact of strategic supremacy dimensions (The sphere of influence, competitive compression and competitive configurations) in achieving Delivery Priority at Arab Bank at a level of

significance ($\alpha \leq 0.05$). There is significant impact of strategic supremacy dimensions (The sphere of influence, competitive compression and competitive configurations) in achieving Flexibility Priority at Arab Bank at a level of significance ($\alpha \leq 0.05$). There is significant impact of strategic supremacy dimensions (The sphere of influence, competitive compression and competitive configurations) in achieving Quality Priority at Arab Bank at a level of significance ($\alpha \leq 0.05$).

According to the results, the study recommends that building a strategic partnership with international banks that adopt competitive priorities in their work to benefit from their expertise in this area. Monitor changes in the environment of competition using more than one means: marketing intelligence, global reporting, financial market movement, forecasting.

المخلص باللغة العربية

أثر أبعاد السيادة الاستراتيجية في تحقيق الأسبقيات التنافسية

دراسة حالة البنك العربي

إعداد الطالب : أشرف أحمد محمود أبودوش

إشراف الأستاذ الدكتور: زكريا مطلق الدوري

هدفت هذه الدراسة إلى بيان أثر أبعاد السيادة الاستراتيجية في تحقيق الأسبقيات التنافسية في البنك العربي. حيث تكون مجتمع الدراسة من العاملين في البنك العربي من الإدارتين العليا والوسطى (مدير عام، نائب / مساعد مدير، مدير إدارة ورئيس قسم) والبالغ عددهم (360) فرداً. أما عينة الدراسة فقد تم أخذ عينة عشوائية من العاملين في البنك العربي من الإدارتين العليا والوسطى (مدير عام، نائب / مساعد مدير، مدير إدارة ورئيس قسم) والبالغ عدده (191) فرداً. ولتحقيق أهداف الدراسة تم استخدام المنهج الكمي (الوصفي التحليلي) من خلال العديد من الأساليب الإحصائية أبرزها تحليل الانحدار المتعدد.

وقد توصلت الدراسة إلى عدد من النتائج أبرزها وجود أثر ذو دلالة إحصائية لأبعاد السيادة الاستراتيجية (نطاق النفوذ، الضغط التنافسي والبناء التنافسي) في تحقيق الأولويات التنافسية للبنك العربي عند مستوى الدلالة ($\alpha \leq 0.05$). ووجود أثر ذو دلالة إحصائية لأبعاد السيادة الاستراتيجية (الضغط التنافسي والبناء التنافسي) في تحقيق أولوية الكلفة للبنك العربي عند مستوى الدلالة ($\alpha \leq 0.05$). ووجود أثر ذو دلالة إحصائية لأبعاد السيادة الاستراتيجية (نطاق النفوذ، الضغط التنافسي والبناء التنافسي) في تحقيق أولوية التسليم للبنك العربي عند مستوى

الدلالة ($\alpha \leq 0.05$). ووجود أثر ذو دلالة إحصائية لأبعاد السيادة الاستراتيجية (نطاق النفوذ، الضغط التنافسي والبناء التنافسي) في تحقيق أولوية المرونة للبنك العربي عند مستوى الدلالة ($\alpha \leq 0.05$). ووجود أثر ذو دلالة إحصائية لأبعاد السيادة الاستراتيجية (نطاق النفوذ، الضغط التنافسي والبناء التنافسي) في تحقيق أولوية الجودة للبنك العربي عند مستوى الدلالة ($\alpha \leq 0.05$). وفي ضوء النتائج أوصت الدراسة ببناء شراكة استراتيجية مع البنوك الدولية التي تتبنى أولويات تنافسية في عملها للاستفادة من خبراتها في هذا المجال. ورصد التغيرات في بيئة المنافسة باستخدام أكثر من وسيلة: الاستخبارات التسويقية ، التقارير العالمية ، حركة السوق المالية ، التنبؤ .