

The Role of Electronic Promotion in Attracting Foreign Direct Investment

“Applied Study of Jordan Investment Authority”

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Abstract

This study has aimed at identifying the role of electronic promotion with its dimensions (website, investment window, social networking sites “Facebook”, incentives and exemptions provided) in attracting the foreign direct investment. The researcher has used the descriptive analytical method. The study sample has consisted of (120) individuals; (70) employees of the Jordan Investment Authority and (50) investors. The researcher has relied on the questionnaire as a tool for collecting information, and used the SPSS program to analyze the data.

The results of study showed that there is a statistically significant relationship at the level of significance ($0.05 \geq \alpha$) between electronic promotion with its dimensions (website, investment window, social networking sites “Facebook”, incentives and exemptions provided) and attracting foreign direct investment.

In light of the results, the researcher has recommended that the Jordan Investment Authority for E-promotion should adopt a method to attract foreign direct investment and expand its databases on search engines to enhance the ability of the potential investor to access the services and information he needs.