

The Impact of E-Marketing on Achieving Competitive Advantage in Health Sector in Jordan from Management Perspective

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ABSTRACT

This study aimed to detect the impact of e-marketing on achieving competitive advantage in the health sector in Jordan from the management perspective. In order to complete the study, the descriptive approach was used to describe the study variables, and the analytical method was used to analyze the study data. The study found that the degree of e-marketing and competitive advantage in private hospitals in the territory of the north from the point of view of the administration was a high degree, and showing there exists statistically significant for three of the e-marketing dimensions represented by (infrastructure and website, and the availability of databases and the electronic promotion).

The study concluded that the private hospitals in the North region are seeking to develop their services and marketing in a manner that ensures competition with their counterparts in the health sector and reflects on the work in the health sector for its customers.

Keywords: E-Marketing, Competitive Advantage, Health Sector, North Region.