

Human Resource Strategies and their Role in Creating a Competitive Advantage: Applied study on Jordanian Banking Sector.

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Abstract

This study aims at revealing the role of HR strategies in achieving a competitive advantage in the Jordanian banking sector. This study used the descriptive-analytical method by developing the study instrument in the form of a survey questionnaire to collect data. The questionnaire was distributed to (203) employees in the middle management in seven operating Jordanian banks.

The study introduced several results, notably that there is a significant role for HR strategies represented in planning, staffing and training in achieving a competitive advantage. The results also indicate that the level of human resource strategies in the Jordanian banking sector is still medium from the point of view of the middle management in Jordanian banks. Despite this, the middle management recognizes the importance of staffing, planning and training strategies in ensuring the competitiveness of Jordanian banking sector banks.

The study concluded that human resources strategies in Jordanian banks need to be developed in order to increase the positive perceptions of their importance from the point of view of middle management. The study also recommends focusing on the strategy of staffing and attracting professional bankers as well as more investment in training.