

ملحق رقم (3)

ملخص الدراسة باللغة الانجليزية

Abstract

The Impact of Strategic Planning on Organizational Success: the moderating role of knowledge sharing Empirical study at Pharmaceutical Jordanian Company

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This study aimed to test the impact of strategic planning on its dimensions (strategic thinking, strategic analysis and strategic formulation) on organizational success from the point of view of workers in Jordanian pharmaceutical companies, the study was based on the analytical descriptive method through preparing a special questionnaire to test the hypotheses of the study and answer its questions. The study community was composed of (877) workers in Jordanian pharmaceutical companies: (Dar Al-Dawa, Al-Hikma and Al Arabiya), the researcher selected a random sample of (284) workers. To achieve study objectives, the researcher used a special questionnaire to measure

study variables depending on the five-dimensional Likert scale, its reliability and validity have been confirmed by showing it to a group of specialized professors. After finishing the process of data collection and needed information of the study, they were analyzed using the appropriate statistical methods of (SPSS) program. the study results showed that: All dimensions of strategic planning achieved high degrees of importance according to the answers of the respondents, and the impact of strategic planning on its dimensions (strategic thinking, strategic analysis and strategic formulation) has been shown to have organizational success in its dimensions (job satisfaction, job stability and teamwork) in Jordanian pharmaceutical companies, with the correlation relation among variables was strong, and there was an impact for strategic planning on its dimensions (strategic thinking, strategic analysis and strategic formulation) on organizational success in its dimensions (job satisfaction, job stability and teamwork) with the presence of knowledge sharing as a modified variable in Jordanian pharmaceutical companies.

In the light of these results, the study presented a set of recommendations: supporting and enhancing the practices of Jordanian pharmaceutical companies for the strategic planning pattern in its three

dimensions (strategic thinking, strategic analysis and strategic formulation) through practicing administrative leaders in these companies to this pattern. And encouraging staff participation in the strategic planning process because of their importance in enriching the process of analysis and strategic thinking in the organization, In addition to improve knowledge capacities of administrations of Jordanian pharmaceutical companies, using strategic analysis methods and techniques and the establishing a creative strategic thinking culture as the basis of the strategic planning success in organizations.