

# **Social Responsibility and Its Impact on Competitive Advantage: An Empirical Study on Jordanian Companies for Mobile Phone Services**

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## **Abstract**

The present study aims to examine the effect of social responsibility dimensions – solving social problems, environment attention and taking the customers under consideration- on achieving competitive advantage dimensions- innovation and creativity, cost reduction and excellence. As well as measuring social responsibility and its dimensions impact on achieving the competitive advantage among the employees that due to demographic variables such as: education and experience. Moreover, the study depends on the Analytical Descriptive Approach through making a certain questionnaire to examine the hypotheses and answering the questions. The study is made on 221 Jordanian employees of companies for mobile phone who have been chosen randomly from 2213 employees. Therefore, through analyzing data by using SPSS and other statistical methods, it has been found that (1) social responsibility with its dimensions – solving social problems, environment attention and taking the customers under consideration- has a significant statistical effect at the significance level ( $0.05 \geq \alpha$ ) on achieving competitive advantage with its dimensions- innovation and creativity, cost reduction and excellence- in Jordanian telecommunications companies. (2) There are no significant statistical differences at the significance level ( $0.05 \geq \alpha$ ) in applying social responsibility on achieving the competitive advantage that due to the demographic variables: education and experience. Accordingly, four recommendations must be taken under consideration. Firstly, to enhance the culture of practicing the social responsibility dimensions

through modern programs that reflect comprehensive social responsibility concepts and cultures in these companies. Secondly, to find administrators specialized in social responsibility inside the companies in the service sector of communications that plan and implement programs, coordinate with the relevant authorities and exchange practical experiences and identify strength and weakness to apply the best techniques in comprehensive social responsibility. Further, to examine, analyze and understand the major principles of social responsibility, since it is one of the most important issues to maintain progress on competitors through involving in the needs of the society we live in. Finally, to direct Jordanian telecommunications companies to the less fortunate areas in their social responsibility programs by increasing the broadcasting power in these areas, and opening new branches that ensure faster services.