

The Impact of Strategic Planning on Organizational Effectiveness and The Moderating Role of Information Technology: Applied Study in The Insurance Sector in Jordan

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Abstract

This study aimed to research the impact of strategic planning with its dimensions (strategic analysis, strategic goals, strategic choice) on organizational effectiveness in its dimensions (quality, productivity, employee satisfaction) and the role of information technology as a moderator from the employees point of view in the insurance sector in Jordan, and in order to achieve the objectives of the study, the descriptive analytical approach was applied using the field survey method, based on a questionnaire prepared for this goal consisted of (57) paragraphs. The study aimed at adopting the analysis using the modeling of the structural equation SEM-AMOS, which is based on testing models and structures to assess the causal relationships between the variables, especially the models that are based on testing the mediator and moderator variables in several stages.

The study community consisted of all (24) insurance companies operating in Jordan, (15) of which were approved for the purpose of participating in the study, where the

intentional sample method was used to identify the companies, and then a random sample of individuals working in the selected companies reached their number (295) employees.

The study reached a set of results, the most prominent of which was the presence of a positive, statistically significant effect of strategic planning on organizational effectiveness at low levels of interpretation, and that information technology plays the role of a negative modifier of impact between strategic planning and organizational effectiveness

The study extracted a set of recommendations, the most prominent of which was the need for the insurance sector to benefit from the global trend to adopt big data for the purposes of forecasting and analysis to formulate strategic plans, which is reflected in organizational effectiveness, and the involvement of all employees in preparing the strategic plan.

Keywords: Strategic Planning, Organizational Effectiveness, Information Technology