

**The Impact of Organizational Intelligence on Market Expansion: Applied study in
the sample of Jordanian pharmaceutical companies**

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Abstract

This study explores a new topic, which is the impact of Organizational Intelligence (OI) on market expansion in the Jordanian pharmaceutical companies. OI represents important abilities in the light of globalization for economies and companies, which is defined as the company's ability to learn, understand and respond quickly and wisely to the new dynamic changes and transformations in its internal and external environment in order to achieve its goals effectively. This study provides a deep and broad review of the OI literature in the theoretical framework and in the applied study; it provides a significant contribution to clarify the impact of the OI on market expansion. This study also applies the Yolles's model of OI (2005) and its three dimensions (self-reference, self-regulation, and self-organization) to determine their impact on the market expansion components (new markets and new products).

In today's business environment, a company's success depends on its abilities to reach new markets and introduce new products. In Jordan, the pharmaceutical companies still face many challenges due to competition and seek to enter regional and international markets, which requires constantly developing their organizational capabilities and processes in order to improve their effective response to these challenges.

The problem of the study seeks to investigate the impact of OI and its three dimensions (self-reference, self-regulation, self-organization) on the market expansion and its two components (new markets, new products) in Jordanian pharmaceutical companies. All of the thirteen pharmaceutical companies operating in Jordan represent the population of the study. The study sample consisted of 231 from (managers, employees and technicians) in six Jordanian pharmaceutical companies; the questionnaire was used as a tool for data collection, analytical descriptive statistics methods. Statistical Packages for Social Sciences (SPSS) have been used to hypothesis testing. The major findings of this study have shown that OI dimensions have a statistically significant impact on market expansion components; this is an indication of the interest of Jordanian pharmaceutical companies of sample study in OI.

In addition, the "self-organization" - a dimension of OI- has proven its strongest and positive significant impact on the entry of new markets. While, the "self-regulation" - a dimension of OI - has proven its strongest and positive significant impact on the introduction of new products. In the light of the study's findings, the researcher recommends these companies to pay more attention to OI and its development programs to improve their capabilities internally and externally.

Keywords: organizational intelligence, self-reference, self-regulation, self-organization, market expansion, new markets, new products.