

The Mediating Role of Product Design in the Impact of Intellectual Capital on Operational Performance: An Applied Study in the Jordanian Furniture Industry Companies "

By:

Shahd hamzah Yousef shaban

Supervision:

Dr. Moayd al-fawaeer

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Abstract

This study aimed to measure the role of product design in its dimensions (Affective dimension, cognitive dimension, Ergonomic dimension, reflective dimension) in Jordanian furniture industry companies on the impact of the intellectual capital relationship (human capital, relational capital, structural capital) on operational performance (quality, operational cost, flexibility, innovation). The study population included all the 154 Jordanian furniture manufacturing companies in the middle region (Amman, Al-Zarqa, Madaba, Al-salt). The study relied on as appropriate statics samples from upper and middle management that included five categories of employees (General Manager Or Executive Director, Head of Design Department, Production Line Director, Director R&D department, engineer or designer). 390 questionnaires were distributed in the Jordanian furniture industry companies, 322 questionnaires were retrieved and 303 questionnaires analyzed, the data collected using both the SPSS program and the AMOS 5 program were analyzed for validity and to determine the effect between the variables in order for the study to achieve its goals.

After conducting an analysis of the study data and its hypotheses, the study reached a set of results, the most important of which are: The results indicate that there is a positive impact of intellectual capital in its dimensions (Human , Relational , Structural) on the operational performance and its dimensions (Quality , Cost , Innovation , flexibility) , Also, was also found that there is a partial effect of the dimensions of the product design (Affective , cognitive , ergonomic , reflective dimension) on the relationship between the intellectual capital on the operational performance in Jordanian furniture manufacturing companies. based on these results, the study recommends managers of Jordanian furniture companies industries to increase interest in The intellectual capital concept and considering the product design as an opportunity to invest in the future projects of the company to implement them in a meaningful and successful manner. Also, the study proposes to give the human capital in the Jordanian furniture industry companies great importance, as it works to improve the performance of operations and elevate them , Calling the managers in the Jordanian furniture industry companies to use the design dimensions effectively , Finally recommends enhancing the interest of managers in the Jordanian Furniture Industry Company to use new applications and methods to enter the markets by monitoring companies in the markets and benefiting from existing expertise. keywords: Product design, Intellectual Capital, Operational performance, Jordan, Jordanian furniture industry companies.