

Strategic formulation and its effect on strategic performance: The role of moderator variables (Experience and Knowledge sharing).

Applied study in Jordanian Privet Universities

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Abstract

This study aims to measure the impact of strategic formulation dimensions (Mission, Objectives, Strategic Plans, and Environmental Analysis) on strategic performance dimensions (Reputation , Flexibility, Customer Satisfaction) and measure the moderating role of Experience and Knowledge Sharing. in order to achieve the objectives of the study, the descriptive and analytical method was applied using a field survey method, based on a questionnaire prepared for this purpose consisting of (55) paragraphs, and the study population may be from the Jordanian Private Universities and their number reached (353) employees; the questionnaire was distributed to all of them, 250 questionnaires were collected, 224 questionnaires were valid, and (26) excluded . The data were analyzed by SPSS program in order to ensure its validity and to clarify the impact between variables.

The study concluded a sets of results, the most prominent of which was the presence of a statistically significant effect at the level of significance ($\alpha \geq 0.05$) a positive effect of strategic formulation and its dimensions (Mission, Objectives, Strategic Plans, and Environmental Analysis) on strategic performance dimensions (Reputation , Flexibility, Customer Satisfaction) by the existence of the knowledge sharing and experience as modifier variables in the Jordanian private universities.

The study identified a set of recommendations, the most prominent of which was the need to focus on deepening the awareness of the strategic formulation. Also, the study recommends private universities to pay more attention to the dimensions of strategic performance as it is considered one of the most important component that directly affect

the institutions success , and may lead the universities development and growth. also, to focus on spreading the culture of knowledge sharing among employees.

Key words: strategic formulation , strategic performance ,experience, knowledge sharing, private universities .