

Abstract

The Impact of big Data Dynamic capabilities and Knowledge Absorptive Capacity on the Competitive performance: Applied study in the Jordanian banking sector

By
Rami Ahmad Abd al Rasoul Issa

Supervision
Prof. Dr. Sa'ad g. Yaseen

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The study aims to examine the mediating Role of absorptive capacity in the relationship between big data dynamic capabilities and competitive performance in the Jordanian banking sector. The study used the quantitative analytical approach and use questionnaire as study tool. The population of the study includes all Jordanian commercial banks. The sample consisted of (360) IT management, executives, and department heads. The study results of the study confirmed the existence of a statistically significant effect of big data dynamic capabilities on competitive performance in Jordanian commercial banks. The study results also indicated that there is a statistically significant impact of big data dynamic capabilities on absorptive capacity. The results of the study indicated the existence of a statistically significant impact of Big data dynamic capabilities on realized absorptive capacity. The study recommended paying attention from managers of Jordanian commercial banks to the infrastructure that focuses on improving the big data dynamic capabilities in banks to increase the use of BDA in these banks.