

The impact of organizational intelligence on improving competitive performance in Jordanian insurance companies

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Abstract

This study aimed to identify the impact of organizational intelligence by its dimensions (Strategic Vision, Shared Fate, Appetite for Change, Performance-oriented Knowledge) on Competitive Performance by its dimensions (BenchMarking, Market Share) in Jordan Insurance Companies.

The descriptive analytical methods Was adopted for the purposes of the study. And Based on a questionnaire was developed to collect the requireded data for the purpose of the study consisting (34) items, And the study population consisted of all employees of six Jordanian Insurance Companies (gig, AL-Nisr Al-Arabi Insurance, The Islamic Insurance Company, JOFICO, Jerusalem Insurance, The Haly Land Insurance Company) and their number (1012) employe.

A stratified random sampling of 278 was withdrawn from that population to which the copies of the questionnaires were distributed. and (249) questionnaires were retrieved, and the researcher excluded (18) questionnaires which were not completed. Therefore, the questionnaires valid for statistical analysis reached (231) questionnaires. several statistical methods were used that suited the objectives of this study.

The most important results of this study was the existence of a statistically significant effect at the level of significance ($0.05 \geq \alpha$) for the organizational intelligence with its dimensions discussed in Competitive Performance with its dimensions researched in the Jordan Insurance Companies.

A set of recommendations were issued the most important of which was the necessary, expanding knowledge sharing between management and workers in Jordanian insurance companies to increase the impact of organizational intelligence on the level of general performance.

- **Key Words: Organizational Intelligence, Competitive Performance, Jordan Insurance Companies.**