Abstract

Impact of supply chain management integration on the competitive advantage: the mediating role of cloud computing in Jordanian Pharmaceutical Manufacturing Companies

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This study aims to identify the impact of supply chain integration in its three dimensions: supplier integration, customer integration, and internal process integration, in addition to exploring the impact of the integration on the competitive advantage with the cloud computing as an intermediary factor in the Jordanian pharmaceutical manufacturing companies.

The study utilized the descriptive approach, where data was collected through the distribution of questionnaires. To this end, a total of 350 questionnaires were distributed to pharmaceutical manufacturing

companies in Jordan. 285 questionnaires were returned demonstrating an 81% response rate, of which 45 answers contained missing information and were not valid for analysis. Consequently, a total of 240 testing through the questionnaires were valid for analysis and hypotheses SPSS\Amos software.

The findings of the study revealed that there is a clear impact of the supply chain integration on the competitive advantage of pharmaceutical manufacturers, validating that supplier integration, customer integration and process integration have affected the competitive advantage of pharmaceutical manufacturers. Findings also demonstrated that cloud computing has affected the competitive advantage of the respondent pharmaceutical manufacturing companies.

The study also came out with a set of recommendations, the most important of which is to enable cloud computing applications in pharmaceutical manufacturing companies and build the capacity of employees operating in such companies to respond quickly to the requirements of their job, thereby enabling these companies to utilize modern technology in a timely manner. This is in addition to increasing the awareness of the administrative staff members in pharmaceutical companies on the importance of supply chain integration as one of the most important concepts in modern management.