

**The Impact of Intellectual Capital and Marketing Knowledge
Management on Competitive Advantage: The Case of
Telecommunication Companies in Jordan.**

By
Mohammad Abdullah Odeh

Supervisor
Dr. Dima Mousa Dajani

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Abstract

The aim of this study is to examine the impact of intellectual capital (human capital, structural capital and relational capital) and marketing knowledge management (built-in marketing assets, invested-in marketing assets, internal marketing capabilities, external marketing capabilities) on competitive advantage. The study's questionnaire was adapted and developed from previous studies, and data were collected from 300 participants from different managerial levels in Jordanian telecommunications companies. The researcher used simple random sample distributed online via social media applications (WhatsApp, Facebook and LinkedIn). The proposed conceptual model and associated hypothesis were tested using, descriptive multiple linear regression, descriptive statistics. The results revealed that all dimensions have a significant impact on competitive advantage, but internal marketing capabilities has no impact.

Finally, the thesis provides theoretical and practical contributions for the field of telecommunication companies in Jordan.

Keywords: Intellectual Capital, Marketing Knowledge Management, Competitive advantage.