

**The Impact of Strategic Orientations in Achieving the Strategic Plan: The Moderating Role of the Enterprise Resource Planning (ERP) system – An Applied study in The Jordanian group of free zones and development zones**

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The current study aimed to identify the impact of strategic orientations with their dimensions with their dimensions and inclusion (entrepreneurial orientation, technological orientation, orientation toward customer relations, orientation toward sustainable development) in achieving the (outputs ‘objectives) of the strategic plan for the group of free zones and development zones, with applying the enterprise resource planning (ERP) system as a moderated variable. Based on the research problem addressed by the researcher, and in order to achieve the objectives of the study, the researcher adopted the quantitative descriptive analytical approach to prepare the study. In addition to using the questionnaire tool as the main tool for collecting data from the members of the study community. Where the researcher applied this research study to a research community consisting of all workers in the middle and executive administrative levels in the free zones and development areas, and their number is (214) employees, a purposive sample was selected and the questionnaire was delivered to all members of the study community, and the researcher relied on the statistical analysis program [SEM] through SMART [PLS] technology to analyze the responses of the study sample members to the questions and axes of the questionnaire. After analyzing the data, the study reached several results, the most important of which are: It was found that the levels of strategic orientations, levels of achievement (outputs, objectives) of the strategic plan, and levels of application of the Enterprise resource planning system were at medium degrees, while the results of the structural model test showed that strategic orientations explained 70.2% of the variance in achieving The outputs (objectives) of the group’s strategic plan, and it was found that there was a positive impact at a high level of (0.838) of the combined strategic orientations on the outputs (objectives) of the strategic plan in the group. As for the results of testing the impact of each field, it showed that the entrepreneurial orientation did not register a significant effect, while the orientation towards the customer relationship was the strongest determinant, followed by the technological orientation and Finally, the direction of sustainable development. Finally, the results showed that there was no significant effect of the ERP system on the impact of the combined strategic orientations in achieving (outputs, objectives) of the strategic plan in the group. Based on the results, the researcher presented a set of recommendations, most notably: the group management should pay more efforts to the strategic orientations because they have a role in improving the outputs (objectives) of the group’s strategic plan, the need to work by those in charge of the management of the group to find greater alignment and harmony between the

organization's resource planning system and the strategic orientations, so that the organization's resource planning system becomes supportive of the progress of the strategic orientations within the group, which will reflect positively on achieving the outputs (objectives) of the group's strategic plan.

**Keywords:** Strategic Orientations, Strategic Plan, Enterprise Resource Planning System, Jordanian Group of free zones and development zones.

