

# **The Role of Business Incubators in Achieving Competitive Advantage: An Applied Study in Jordanian Telecom Companies**

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## **Abstract**

This study aimed to identify the impact of business incubators in achieving the competitive advantage in the Jordanian telecom companies. Where the study population consisted of 4200 male and female employees working in the three Jordanian telecommunications companies (Orange, Zain, and Umniah). A random sample was drawn from the study population, employees of the three Jordanian telecommunications companies, with the help of the Human Resources and Public Relations Department. The sample size was determined based on the Chris and Morgan table at the size of 4200 individuals, where the sample size is (369) items, the questionnaire was distributed electronically to (369) male and female employees, of which (287) questionnaires were retrieved, as the retrieval rate reached (78%) of the sample size. A set of appropriate statistical methods were used to analyze the data of the study, and it concluded with a set of results, the most important of which was the existence of a statistically significant effect of business incubators in their dimensions, combined and dispersed, on achieving competitive advantage in Jordanian telecom companies. Strategic objectives of telecom companies.

**Keywords:** business incubators, competitive advantage, Jordanian Telecommunication Companies