

The Impact of Intellectual Capital Components and Social Media Analytics on Competitive Intelligence: An Applied Study in Jordanian Commercial Banks

By

Tojan Mohammad Abu Hasheesh

Supervisor

Prof. Khaled Saleh Al-Omoush

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Abstract

This study aimed to identify the impact of intellectual capital components and social media analytics on competitive intelligence in Jordanian Commercial Banks, and to achieve the main goal of the study and its objectives, the researcher developed a study tool, which is a questionnaire from reference and from previous studies related to the topic and after being judged by a group of experts and specialists, 113 questionnaires were distributed through the manual method, i.e. handling by hand, and 110 questionnaires were collected by distributing them electronically with a total of 223 questionnaires, and after retrieving the questionnaires the researcher used the structural equation modeling SEM through partial least squares PLS methodology to analyze the data and revealed that both human capital and structural capital have a positive effect on social media analytics, while there was no effect for relational capital. Also, the results confirmed an effect of social media analytics on both competitive intelligence and international capital, and there was also an effect of international capital on competitive intelligence. Based on the results of the analysis, a set of administrative and theoretical recommendations were developed, which may be useful to managers of Jordanian banks.

Keywords: Intellectual Capital, Social Media Analytics, competitive Intelligence,
Commercial Bank