

Analysis Relationship Between Institutional Pressures and Business

Intelligence Uses: Antecedents and Consequences

By

Mohammad Sameh Alshawabkah

Supervisor

Prof. Khaled Saleh Al-Omouh

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Abstract

This study aimed to analyze the relationship between institutional pressures and business intelligence uses: antecedents and consequences. For the purposes of achieving the objectives of the current study, 223 questionnaires were distributed through the manual method. This current study concludes that there is a positive effect of institutional pressures in their dimensions (Coercive Pressures, Mimetic Pressures and Normative Pressures) on Business Intelligence Use in Jordanian manufacturing companies and there is a positive impact of Business Intelligence Use on Competitive Agility and Competitive Intelligence. Therefore, the researcher recommends the need for manufacturing companies in Jordan to rely on business intelligence applications to improve their ability to make decisions.

Keywords: Institutional Pressures; coercive Pressures, Mimetic Pressures and Normative Pressures , Business Intelligence; Antecedents ; Consequences , Competitive Agility and Competitive Intelligence