

The Impact of Big Data Capabilities on Competitive Advantage: The Mediating Role of Innovation Performance

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Abstract

This thesis aims to study the impact of big data capabilities on competitive advantage through innovation performance as a mediating variable in Jordanian pharmaceutical companies.

The research relies on a descriptive and analytical approach to illustrate how data analytics capabilities affect the competitive advantage of pharmaceutical companies in Jordan and how innovation performance affects this relationship. The population of the study will include all Jordanian pharmaceutical companies. The selection of the sample was based on the position of Sub-department managers at (9) companies. The findings indicated that the Technological capabilities have significantly positive effect on competitive advantage. The findings also showed that a clear and positive effect for innovation performance as a mediating variable in the relationship between the big data capabilities variable and the achievement of competitive advantage.

The study presented a set of recommendations, the most important of which was: Pharmaceutical companies in Jordan focus on developing the capabilities of their employees in the field of big data management through specific and specialized training in the field of big data analysis and management.

Keywords: Big Data Capabilities (BDC), Competitive Advantage (CA), Innovation Performance (IP), pharmaceutical companies.