

The Analytical Relationship between Big Data Usage, Competitive Intelligence, and Entrepreneurial Orientation in the Commercial Banking Sector

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Abstract

This Thesis aims to investigate the relationship between Big Data Usage and the Entrepreneurial Orientation by mediating the role of the Competitive Intelligence.

A questionnaire was used to collect data from different managerial positions in Jordanian commercial banks, and 215 useful questionnaires were collected. Afterward, the data collected was analyzed using the Partial Least Squares (PLS)/Structured Equation Modelling (SEM) to determine the effect between the variables.

The results showed a statistically significant and positive impact of Big Data Usage on achieving competitive intelligence in the banks. On the other hand, the results also showed a statistically significant and positive impact of the competitive intelligence on developing an entrepreneurial orientation, Where the significant and positive impact of Big Data Usage on building an entrepreneurial orientation. Finally, results showed the full mediating role of the Banks Competitive Intelligence in the impact of Big Data Usage on entrepreneurial orientation. This study adds to the relevant literature by displaying the

role of the mediator of Competitive Intelligence in the relationship between Big Data Usage and entrepreneurial orientation. In this context, some theoretical and managerial implications are proposed and discussed.

Keywords: Big Data Usage; Competitive Intelligence; Entrepreneurial Orientation; Commercial Banking Sector

