

The Impact of Managerial Intelligence on Competitive Advantage: Employee Satisfaction as a Mediating Variable

"An Applied Study in Jordanian Commercial Banks"

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Abstract

Managerial intelligence represents an important type of intelligence needed by commercial banks operating in a competitive environment. The complexity of organizational and human relationships at work and the need to respond to market challenges and intense competition make managerial intelligence an important source for the effectiveness and efficiency of the company and a fundamental and indispensable ability for the company to achieve its strategic goals for survival and growth. In this study, managerial intelligence has three dimensions: organizational intelligence, which focuses on the organization's function in order to achieve high flexibility in the organizational response to the challenges of the competitive environment, emotional intelligence, which focuses on work relationships and the bank's need to maintain highly qualified employees and motivate them, and finally, competitive intelligence in order to Facing the challenges of competing banks.

This study sought to explore the impact of administrative intelligence in its three dimensions (organizational, emotional, and competitive) on competitive advantage with its three components (cost leadership , differentiation, and innovation) in Jordanian commercial banks. This study also explored the impact of employee satisfaction as a mediating variable on the relationship between administrative intelligence and competitive advantage. It was completed Determining the study population from the Jordanian commercial banks, which numbered (12) banks. The study sample was chosen by (4) banks . The questionnaire was used as a tool to collect data from the study sample consisting of (240) respondents from four Jordanian commercial banks:

The results of the study showed that there is a noticeable positive impact of managerial intelligence in its two dimensions: cost leadership and differentiation.

While there was a limited impact of managerial intelligence in its three dimensions on innovation. Based on the results of hypothesis testing, the study presented a set of conclusions, recommendations, and implications that can be used by commercial banks and in determining future studies.