

Abstract

The purpose of this research is to obtain a better understanding of how clustering approach could affect the competitiveness of the pharmaceutical companies in Palestinian.

This study is a descriptive exploratory study, the researcher had used qualitative methods, and the researcher had used three tools to collect information, structured interviews, semi-structured interviews, and a documentary analysis. The researcher had done an onsite visits for the four factories which enabled him to observe the operations processes,

The interviews questions were developed in order to measure the current clustering situation of the companies and their competitive advantages, the researcher had collected the data from the middle managers at each company.

Cross tabulations and desegregations features have been used to analyse data, and to enrich the results to get a better defining of the findings. Qualitative data and weighting criteria were developed and explored to read the data in depth.

The researcher found that the Palestinian pharmaceutical companies don't apply the clustering concept, while they play as a potential innovative cluster, so the researcher recommended the companies to work as a cluster, where this will enhance their competitiveness.