

ABSTRACT

This study aims at identifying the relationship of information technology application in achieving competitive advantage from the viewpoint of Jawwal Company's workers in West Bank. The researcher adopted the descriptive-analytical design method, and used the questionnaire as a tool for data collection. The population of the study contained all workers of Jawwal Company in West Bank. They were 650 workers according to the list of Human Resource Management Department at the company.

To accomplish the research, a stratified random sample method was used. The researcher distributed a total of (242) questionnaires. The researcher received back (201) questionnaires, which represents (83%) of total surveyed workers. The Statistical Package for Social Science (SPSS) was used for analyzing the data of questionnaires.

Some of the important findings were:

There is a prominent role for using information technology to achieve the competitive advantage. Results of the study indicated that there are statistically significant relationship between information technology application and the competitive advantage at the level of significance ($0.05 \geq \alpha$). The more the use of information technology, the higher the competitive advantage becomes, and *vice versa*.

Results showed also that there are statistically significant relationship between information technology application and the quality of services and products at the level of significance ($0.05 \geq \alpha$). The more the use of information technology, the better the quality of services and products, and *vice versa*.

Results indicated that there are statistically significant relationship between information technology application and market domination at the level of significance ($0.05 \geq \alpha$). The degree of domination increases as more application of IT is used, and *vice versa*.

Results showed that there are statistically significant relationship between information technology application and development and innovation at the level of significance ($0.05 \geq \alpha$). The degree of development and innovation increases as more IT application is used, and *vice versa*.

Results indicated that there are statistically significant relationship between information technology application and the quality of processes at the level of significance ($0.05 \geq \alpha$). The degree of quality of processes increases as more application of IT is used, and *vice versa*.

The research presented some of important recommendations as follows:

The researcher recommended that the top management must give special attention to human resources working at the IT department because it represents a vital factor in achieving work success.

The continuous improvement in the administration process and in the IT has to be done, so as to increase the available opportunities to have a better success.

It is also recommended that market research, marketing intelligence, and collecting information about competitors must be conducted in acceptable and ethical ways to identify them and to have the necessary information to improve the level of offered service.

The researcher also recommended that a field study must be conducted to get the views of customers about the technology used in this company.