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:(Percentages)	.1	:	.2
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:	.2	:	(10)
:(Chi-Square Test)	.3	:	:
:(Spearman Rank	-	.4	(48)
:(Correlation Coefficient)	:	:	:
(Z)	:	:	:
Simple Analysis(:	.5	:
:(Regression	:	:	:

.6
:(Multiple Regression Analysis)

(Opportunities) : -1

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.7
: (Factor Analysis)

.(92 1985) (

(Rue and Holland)

Rue and Holland,) (

(Pearce and Robinson) (1989, P. 109 1980)

() (151

Rowe (Pearce and Robinson, 1991, P. 181)

) :(1977)

(Rowe et al., 1994, P. 199) (: -

(Strategic : -

: Opportunity)

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(Validity)

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(Reliability)

(Threats) : -2

(Cronbach's Alpha)

) (%82.6)

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1985) (

.(87

) (Rowe)

(Christensen et al.) (Rowe et al., 1994, P. 199) (Pearce and Robinson)
 (Cited in: Jauch and Glueck, (Pearce and Robinson, 1991, P. (181)
 .1989, P. 182)

(Rue and Holland)
 (Rue and Holland,)
) 1989, P. 109)
 .(53 1994)
)

:Hamel and Prahalad)
 .(3 1994

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.(Thompson, 1990, P. 238) -3
 (Pearce and Robinson)

(Pearce and

.(Robinson, 1985, P. 257-258
 (Drucker)

:Drucker)
 .(23 1990

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-4 (Hamel and Prahalad)

Hamel and Prahalad)
 .(3 1994

:(Jauch and Glueck)

: (2 1993

-1 (David, 1987, P. .164)

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Pearce and Robinson, 1988,)
(P.173

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(Sawyer, .1990, P. 27)

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.(20 1994

.(Howe, 1986, P.37; Asch and Bowman, 1993,
P.191)

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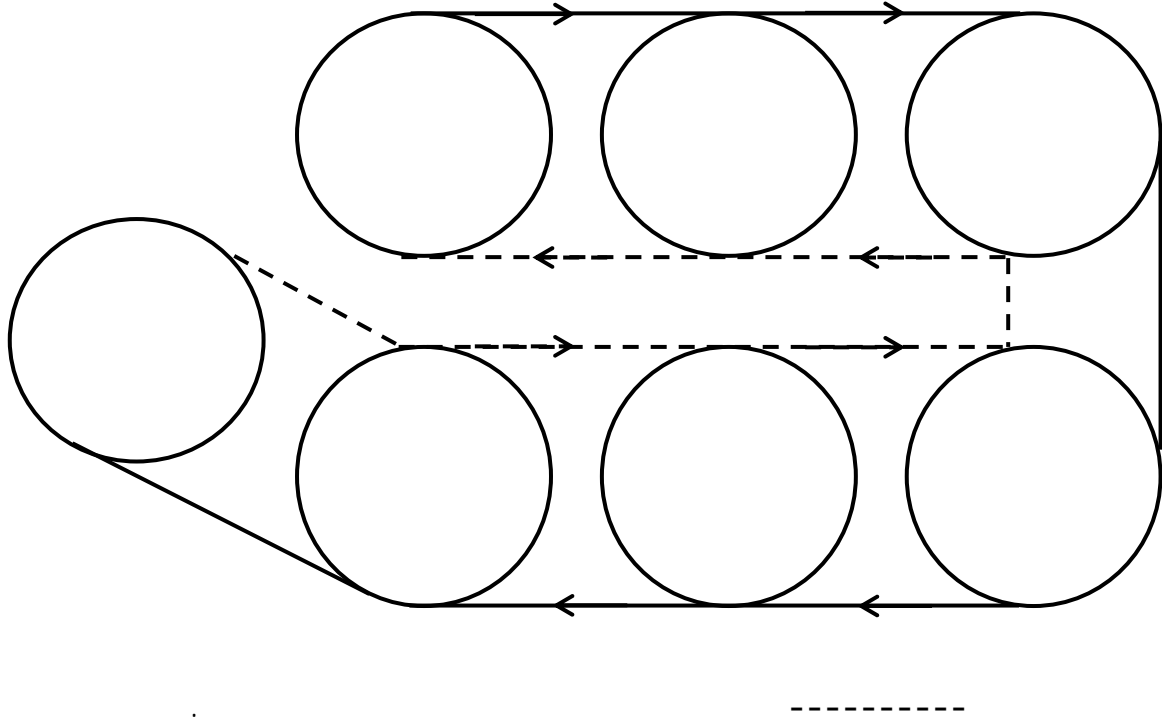
-2 .(Ansoff, 1990, P. 313)

Block and Macmillan) :

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الشكل رقم (2)
مخطط سير تقييم الفرص



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(Smith et al., 1991, P. 146)

(Porter)

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(Cited in: Howe, 1988, P. 37)

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(Marketing Environment) :

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(Pearce and Robinson, 1991, P.191)

(Kotler)

(71 2002)

) (

(79 2002)

Kotler, 1997,) (

(P.104

(Smith et al., 1991,

P. 90)

-2

(Beats and Beamish, 1990,

P. 36)

(David, 1987,

.P.10)

(Rue and Holland, 1989, P. 108)

(Rue and Holland, 1989, P. 106)

)
(... (Pearce and Robinson)

2000)

(75)
(Pearce and Robinson, (...
1991, P. 193)

() - (Smith et. al., 1991, P.90) ...

(Kotler et

.al., 1999, P.106)

-

(Pearce and Robinson,
1991, P. 199)

.(Pearce and Robinson, 1989, P.109)

(Smith
.et al., 1991, P. 93)

(Smith et al., 1991, P.

106) (Thompson, 1990, P. 25)

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(40 -36)

(15)

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(%31.25)

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(26)

(%54.17)

(2)

(%20.83)

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(43)

(%89.58)

(16)

(%35.42)

(5)

(17)

(10 -6)

(%33.33)

(2) 5)

(26)

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(%54.17)

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(1)

%100	48		
-	-		
%100	48		
%12.50	6	-35	
%31.25	15	40 -36	
%16.67	8	45 -41	
%18.75	9	50 -46	
%20.83	10	-51	
%100	48		
%12.50	6		
%16.67	8	()	
%54.17	26		
%6.25	3		
%8.33	4		
%2.08	1		
%100	48		
%20.83	10		
%16.67	8		
%18.75	9		
%18.75	9		
%12.50	6		
%4.17	2		
%4.17	2		
%4.17	2		
%100	48		
%35.42	17	-5	
%33.33	16	10 -6	
%22.29	11	15 -11	
%8.33	4	-16	
%100	48		
%54.17	26	-5	
%39.58	19	10 -6	
%2.08	1	15 -11	
%4.17	2	-16	
%100	48		

(3) الجدول رقم

18.75	9	35.42	17	18.75	9	8.33	4	72.92	35	-	-	-	-	
41.66	20	45.83	22	33.34	16	41.67	20	25.00	12	-	-	-	-	
33.34	16	12.50	6	41.66	20	50.00	24	2.08	1	6.25	3	-	-	
6.25	3	6.25	3	4.17	2	-	-	-	-	60.41	29	35.42	17	
-	-	-	-	2.08	1	-	-	-	-	33.43	16	64.58	31	

(4)

0.89	0.72	
0.97	0.75	
0.78	0.88	
0.91	0.57	
0.79	0.73	
0.99	0.75	()
0.99	0.82	

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Sig.	T	Beta	Std. Error	B	
0.000	4.649	0.565	0.7817	0.594	
0.010	3.599	0.480	0.8403	0.320	()
0.022	2.373	0.367	0.8816	0.223	
0.020	2.412	0.335	0.8929	0.558	
0.030	2.241	0.314	0.8998	0.548	
0.048	2.034	0.287	0.9077	0.299	

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(%2.08)

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(2)

(48)

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(2)

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(4)

(%8.33)

(3)

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	(4)				(3)	:	-
	(4)				(35)		(%72.92)
					(3)	:	-
Stepwise					(4)		(%8.33)
(R ²)	(5)				(3)	:	-
	(0.72)				(22)		(45.83)
	(%72)				(3)	:	-
	(%28)				(3)	:	-
(F)	(21.613)	(F)			()	:	-
	(46-1)	(4.08)			()	:	-
		(.005)			(3)	:	-
					(3)	:	-
					(5)		(%18.75)
(Beta)					(9)		(3)
						:	-
						:	-
					(Factor Analysis)		
	()						

(46) : -3 (T) (Beta) (0.05)

(%95.83)

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(42) : -4 :

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(38) : -5 :

(%79.17)) (

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(36) (%75.00) (31) (%64.58)

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(%8.33) (29)

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(%60.42)

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(X²) () -1

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(X²) (48)

(0.05) (3)

.(8) /

(Z) (R_s) -

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(Z) :

(0.05) (30)

.(9) (%62.5)

(F) (F) (7)

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(4) :(...) -

(%8.33)

.(10) (7)

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(%14.58)

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		(...)				
14.58	7	8.34	4	62.50	30	
27.17	14	2.08	1	18.75	9	
47.91	23	6.25	3	18.75	9	
8.34	4	83.33	40	-	-	

(8)

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(x²)

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-	-	-	/)
8.020	7.814	3	(

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(Z)

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(Z)	R _s	
2.709	0.398	(/)
2.200	0.321	(

(10)

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= (1.46)

(0.05)

F

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-4

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Evaluation of Strategic Opportunities and Threats in the Jordanian Marketing Environment

*Hassan Ali Al-Zu'bi**

ABSTRACT

The aim of this study is to identify available strategic opportunities in the Jordanian marketing environment and the threats that face companies, in addition to formulate an advisory framework to help management performing strategic analysis within the Jordanian environment.

This study was conducted on (10) tourism companies, which represent the research population. The research sample consists of (48) individuals drawn from these companies, who represent (general managers, assistant general managers and managers of major departments).

A number of statistical methods were used in testing the research hypotheses, some important findings led to a group of conclusions. The most important findings were related to advising companies to concentrate on the opportunities more than threats, in addition to the return/risk effects and the environmental analysis effects on outlining the preference system for managers.

A number of recommendations can be made, the most important of which is taking into consideration the different external environmental variables without neglecting any of these variables, since they have certain effects, in addition to advising companies to keep updated information systems for their importance in providing meaningful signs of opportunities and threats.

Keywords: Strategic Opportunities, Strategic Threats, Marketing Environment.

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