

.(Orange)

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(11 :2005)

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(709 :2004) .(27 :2000

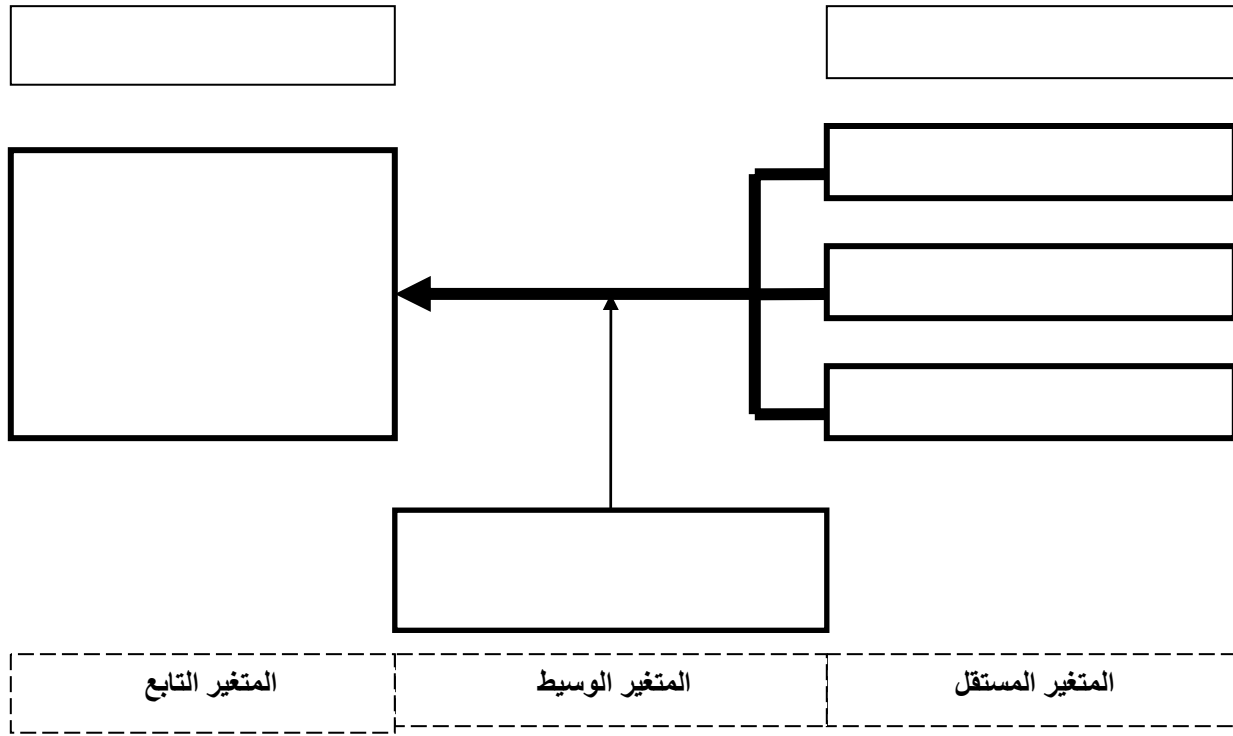
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(1):

(Orange)
 (125 :1999)
 :H0
 $(\alpha \leq 0.05)$
 (Orange)
 :H0
 $(\alpha \leq 0.05)$
 : (Knowledge Management)
 (Hackett, 2003: 6)
 : (Knowledge)
 (Sivan, 2001: 182)

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	.(40 :2006) .		
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			:	.1
.39	35		:"(31 :2005)
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			"	
	.43	40		
	:	.3		
		:	."13	1
.48	44		:	.2
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.52	49		"	
:		.5		
			." 24	14
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:(Orange)			(32 :2005)
	1996			
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	1997/10/08			
530		.		
	1997			
2006			." 34	25

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(2005 :11)
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(2 :2006)

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2004)

(:96

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(Nonake & Takeuchi, 1995:3)

(Daft,

•

2001: 131)

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 : 1-2 : 4-1
 :2008)
 : (10
 •
 (Porter, 2007:96)
 •
 :2001) (104 ()
 •
 : 5-1
 : 2-2 :
 (Survary, 2005 : 96)
 : 1-5-1
 .(79 :1998)
 :
 -1 : 2-5-1
 -2
 -3
 (141 :2005) . : 3-5-1
 : 3-2
 :
 : 1-3-2 : 4-5-1

(Atul and Jonson, 2002)

2-3-2

.(87 :2007

4-2

) (2006)

.(143 :2001

-4

(Juran and Mercedes, 2006)

-1 -
 -2 -
 -3 -
 -4 (2004)
 -5 ()
 () (ANOVA)
 .(SPSS)
 :
 (02)
 (60)
 (%71.4)
 30
 (%89.4) (75)
 (01)
 (%67)
)
 (%79.9) (10
 147)
 .(%37.9) (96) ()
 (84)
 .(%87.5)
 :
 :

(01):

%71.4	60		
%28.6	24		
%2.3	2	22	
		25	
%8.3	7	26	
		30	
%46.4	39	31	
		40	
% 43	36	40	
%8.5	7	5	
%11.6	10	6	
		10	
%79.9	67	10	
%23.7	20		
%67	56		
%7.1	6		
%2.2	2		
%30.8	26		
%31.3	27		
%37.9	31		

(5) : () : (34) : (23) : () : (%80.7) :

:(02)

	,81	3,19		01
	,86	3,13		02
	1,20	3.30		03
	,50	3,45		04
	,44	3,74		05
	,43	3,75		06
	,81	3,50		07
	,45	3.41		08
	,43	3.05		09
	,47	3,32		10
	,46	3,48		11
	,01	3,02		12
	,21	3,15		13
	,55	3.34		
	,46	3,31		14
	,45	3,30		15
	,01	3,01		16
	,49	3,44		17
	,50	3,46		18
	,49	3,44		19
	,43	3,75		20
	,49	3,44		21
	,48	3,44		22
	,49	3,45		23
	,46	3,31		24
	.43	3.39		
	,46	3,31		25
	,46	3,30		26
	,49	3,56		27
	,49	3,55		28

	,50	3,54		29
	,27	3,91		30
	,46	3,69		31
	,47	3,62		32
	,48	3,65		33
	,43	3,25		34
	.45	3.53		
	.45	3.42		

(3.42)

:

:

(3.53)

:

:

(3.39)

:

H0

:

($\alpha \leq 0.05$)

(3.34)

(Orange)

(03)

(R)	(R2)	(f)	(f)	(f)				
0.921	0.849	0.000	2.718	149.632	,330	3	,990	
					,002	80	,176	
						83	1,166	

(0.05)

*

(0.05) (0.000)

(Multiple regression analysis)

(R2=0.849) (f) (03)

%84.9 () (2.718) (149.632)

.() (0.05) (80 3)

(04)

.(Orange) (f)

:(04)

	(T)	Beta		B	
0.00	4.451	0.23	0.034	0.17	
0.01	7.211	0.15	0.039	0.14	
0.00	11.446	0.29	0.033	0.22	

(0.05) *

(05) (04)

(Orange)

(f) (0.00) (T)

(f) (0.05) ($\alpha \leq 0.05$) (Beta)

(3,381)

.(0.009)

($\alpha \leq 0.05$)

.(Orange)

(05) :

:H0

($\alpha \leq 0.05$)

.()

(ANOVA) : (05)

. ()</th <th>(f)</th> <th></th> <th></th> <th></th> <th></th>		(f)				
,009	3,381	,046	2	,128		
		,019	81	1,550		
			83	1,678		
,803	,220	,004	2	,009		
		,020	81	1,632		
			83	1,641		

(0.05) *

: : :
 : : - :
 • :
 (α ≤ 0.05)

(R2=0.849)

()

%84.9

.(
 (Atul and Jonson, 2002)

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5- تعزيز الاهتمام بدراسة أوضاع المنافسة لتحسين مستوى الخدمة المقدمة و دراسة وتحليل الحصة السوقية، و إيجاد نظام إداري يهتم بدراسة السوق و التغيرات الاقتصادية.

- (2004) (2006)
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- (2008)
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- (1999)
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Knowledge Management Processes and Effect on Achieving Competitive Advantages: A Case Study of Jordan Telecom Group “Orange”

Ratib Sweis, Mohammad Fallaq, Junat Buqjati, Ayman Abu-Hammad

ABSTRACT

This research aims at studying the effect of knowledge management on achieving competitive advantage. The study sample consisted of (84) Single from the management board at Jordan Telecom Group. The data were analyzed by using the Statistical Package for Social Sciences (SPSS), depending on the simple regression, and analysis of variance.

The results of the study assured that there's an effect for the knowledge management on achieving competitive advantage at Jordan Telecom Group(Orange) . A statistically significant difference due to experience exists regarding the relationship between knowledge management and achieving competitive advantage while there are no such differences according to functions.

KEYWORDS: Knowledge Management, Competitive Advantage, Jordan Telecom Group.

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Received on 31/5/2010 and Accepted for Publication on 23/5/2011.