

# دراسة ارتباط استراتيجيات استثمار رأس المال المعرفي بالأداء التنافسي للمؤسسات

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تاريخ القبول : 2009/05/21

تاريخ الاستلام : 2008/02/23

## الخلاصة:

تهدف هذه الدراسة إلى تحليل علاقة ارتباط استراتيجيات الاستثمار في رأس المال المعرفي بالأداء التنافسي لدى شركات التأمين الأردنية. ولتحقيق أهداف الدراسة تم تطوير استبانة بحثية لجمع البيانات عن متغيرات الدراسة، وزعت على عينة بلغت (213) مفردة، وتم استرجاع (185) استبانة.

توصلت الدراسة إلى عدة نتائج كان أهمها: وجود ارتباط هام ذو دلالة إحصائية لاستراتيجيات استثمار رأس المال المعرفي في الأداء التنافسي للمؤسسات من حيث تنمية التعلم، ومأسسة المعرفة، وتكامل المعرفة وتوظيف رأس المال المعرفي. وعليه، فإن الدراسة توصي إدارات شركات التأمين الأردنية بضرورة العناية والاهتمام بعمليات التدريب، والتركيز على جوانب المعرفة وتكاملها وتوظيفها من أجل تحقيق الأداء التنافسي للمؤسسات.

الكلمات المفتاحية: رأس المال المعرفي، الأداء التنافسي، الذاكرة المؤسسية، مأسسة المعرفة، تكامل المعرفة.

## مقدمة:

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(Mertins & Vorbeck, 2001).

(Stewart, 1997).

(2001)

Daft (2001) (2001 )

(Daft, 2001)

(Stewart, 1997)

» : Hansen & Tierney (1999) .(Yogesh, 1998)

.(Hansen, 1999) «

On the metaphorical nature of " (2009) Andriessen)  
"intellectual capital: a textual analysis

Nonaka and Takeuchi

%95

(2009) Irene, Herremans and Klin

"Intellectual capital management: pathways to wealth creation"

:

(Youndt, Snell & Lepak (1996

.(Youndt, Snell & Lepak,1996)

» (2001)

.(2001) «

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(1997) Stewart

.(Stewart,1997)

Mertins (2001)

.(Mertins, 2001)

(2006)

(780)

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(1993) Kay .(Porter, 1985)

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.(Kay,1993)

(2004)

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(2002)

(2002) .(2002, )

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(2001) (2001 )

$\frac{3}{4}$

(2008) Maja .(2001 )

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.(Maja, 2008)

(2008) Dissanayake

.( Dissanayake,2008)

(2008) Yasmin

.(Yasmin, 2008)

Nazari, Herremans, Isaac, and Manassian  
Organizational characteristics fostering intellectual capital (2009)  
in Canada and the Middle East

:

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(2003) Choo

(2003) Fonesca .(Choo,2003))

.(Fonesca, 2003)

(2003) Kang

(Kang,2003).

(2002) Egan

Laytras, Pouloudi, & Poulymenakon

(Egan,2002).

(2002)

(Lytras, Pouloudi & Poulymenakon,2002).

(2002) Hansen & Hass

(Hansen & Hass,2002).

ي

Chalhoub and Beyrouti (2007)

(Chalhoub and Beyrouti, 2007).

### مشكلة الدراسة وتساؤلاتها:

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### أهداف الدراسة:

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### أهمية الدراسة:

- 1

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### فرضيات الدراسة:

- :
  - :
  - :
  - :

### التعريف بالمصطلحات:

- :
- :



Borkowski & )

.Pressely, 1987)

▪ :

### إجراءات الدراسة:

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( ) ( ) ( )

:

(27)

(480)

(%44.3)

(213)

(Issa & Michael 1982)

$$n = \frac{X^2 NP (1-P)}{D^2 (n-1) + X^2 P (1-P)}$$

= n

= N

= P

= D

= X<sup>2</sup>

(0.5)

(0.05)

(1.96)

(0.01)

(1)

$$(1.96)^2 \times 480 \times 0.5 (1-0.5)$$

$$n = \frac{(1.96)^2 \times 480 \times 0.5 (1-0.5)}{(0.05)^2 \times (480 - 1) + (1.96)^2 \times 0.5 (1-0.5)}$$

$$n = 213$$

(480)

(213)

%86

185

### أداة الدراسة:

(31 -1)  
Lytras, Pouloudi & ) (Chalhoub and Beyrouti,2007) (2008 )  
( ) Yasmin,2008)) (Poulymenakon,2002  
) (20-13) (Kay,1993) (12-1)  
(31-21) (Fonesca,2003) (2006  
Egan,2002) (Hansen & ) (Chalhoub and Beyrouti,2007) (2006 )  
(Hass,2002  
( )  
(35-32)  
(Likert)  
:  
(1) (2) (3) (4) (5)  
( )  
( )  
(2002 )

	(4.20)			
(4.2)	(3.4)			
(2.6)			(3.4)	
			(2.6)	(1.8)
		(1.8)	(1)	

**صدق وثبات الأداة:**

(1) .(Cronbach Alpha)

(1).

(1)

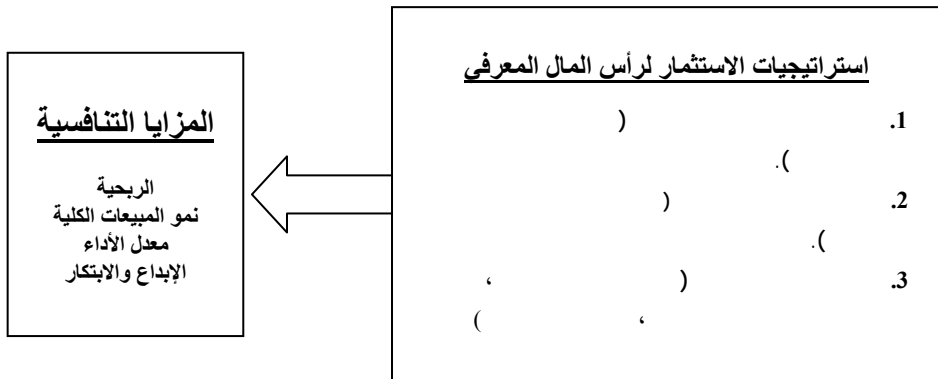
( )

0.94		35-1
0.92	( )	31-1
0.84	( )	12-1
0.90	( )	20-13
0.92	( )	26-21
0.79	( )	31-27
0.89		35-32

## المعالجة الإحصائية:

(SPSS.11)  
Descriptive Statistical ) : (Measures  
Simple Regression ) Analysis)  
(Tolerance) (VIF)  
(Skewness)

## نموذج الدراسة:



(1)

عرض النتائج ومناقشتها:

:

:

:

(2)

(3.85)

(% 77)

.(2)

(2)

	3	%80.8	0.82	4.04		1
	9	%74.4	0.87	3.72	Benchmarking	2
	8	%75.5	0.83	3.83		3

	7	%75.7	0.86	3.79		4
	10	%73.4	0.91	3.67		5
	6	%77.0	0.88	3.85		6
	5	%78.4	0.79	3.92		7
	2	%81.6	0.76	4.08		8
	1	%91.0	0.67	4.55		9
	4	%79.0	0.75	3.95		10
	11	%69.6	0.56	3.48		11
	12	%66.4	0.84	3.32		12
	-	<b>%77.0</b>	<b>0.64</b>	<b>3.85</b>	<b>**</b>	

:

(3)

(3.77)

(% 75.4)

(3)

	1	%86.2	0.88	4.31		1
	2	%82.4	1.05	4.12		2
	3	%77.8	0.99	3.89		3
	4	%74.8	1.02	3.74		4
	5	%73.6	1.05	3.68		5
	6	%70.2	1.15	3.51		6
	7	%70.0	1.12	3.50		7
	8	%69.6	1.10	3.48		8
	-	<b>%75.4</b>	<b>0.92</b>	<b>3.77</b>		*

:

(4)

(3.90)

(% 83)

:

(4)

	10	%68.6	0.94	3.43		1
	6	%77.4	0.67	3.87		2
	9	%69.0	0.89	3.45		3
	5	%79.0	1.26	3.95		4
	4	%79.6	0.91	3.98		5
	1	%88.6	1.22	4.43		6
	8	%74.8	0.86	3.74		7
	3	%81.0	0.91	4.05		8
	5	%79.0	0.66	3.94		9
	2	%84.0	0.87	4.20		10
	7	%77.6	0.55	3.88		11
	-	%78.0	0.83	3.90		*

### اختبار الفرضيات:

:

Variance ) (VIF) (Multicollinearity)  
 (Tolerance) (inflation Factory)  
 (10) (VIF)  
 .(0.05) (Tolerance)  
 (Skewness) (Normal distribution)  
 (1)  
 (1.471-1.108) 10 (5)  
 (0.903-0.680) (Tolerance) (VIF)  
 (0.05)  
 (1) (Multicollinearity)  
 (Skewness)  
 (6)  
 (F)  
 .(3.84) (1 184) .(0.01 ≤ α)  
 (%78.3)

Simple

Regression Analysis

.(7)

(5)

Skewness	Tolerance	VIF	
0.459	0.732	1.971	
0.961	0.522	1.384	
0.305	0.317	1.758	

(6)

	(R)	R <sup>2</sup>	F	F	:
	0.783	0.723	0.000	187.85	

3.84=(1 184)  $.(0.01 \leq \alpha)$  \*  
 $.(0.01 \leq \alpha)$  F

(7)

(T) (F)

	$\alpha$			
	$.(0.01 \leq \alpha)$	(184 1)	F < (3.84)	F
	$.(0.01 \leq \alpha)$	(184 1)	T < (1.96)	T

(8)

(0.704)

(0.662)

(%78.3)

(8)

(%1)

(8)

				1	
			1	0.874	
		1	0.600	0.913	
	1	0.784	0.563	0.784	
1	0.662	0.704	0.580	0.783	

:

(0.58)

(9)

	(13.53)	T	(Beta)	
	$(0.01 \leq \alpha)$		(1.96)	
	(115.35)	F	(1 184)	
(1 184)	$(0.01 \leq \alpha)$		(3.84)	
	(%21.5)			(%78.5)

:

(Simple Regression Analysis)

(9)

F	T	F	T	R <sup>2</sup>	B1	Bo	:
0.000	0.000	***115.35	*13.53	0.785	0.789	0.654	

.(0.01 ≤ α)

\*

:

(0.704)

(10)

(19.07)

T

(Beta)

.(0.01 ≤ α)

(1.96)

(167.86)

F

(1 184)

(1 184)

.(0.01 ≤ α)

(3.84)

(%73)

(%27)

:

(10)

F	T	F	T	Beta	R <sup>2</sup>	B		
0.000	0.000	***169.84	*13.41	0.794	0.74	0.762		

.(0.01 ≤ α)

\*\*\*

:

(0.662)

(11)

T (Beta) .  
 (0.01 ≤ α) (1.96) (13.41)  
 (169.84) F (1 184)  
 .(0.01 ≤ α) (3.84)  
 (%74) (1 184)  
 (%26)

:

## الاستنتاجات والتوصيات:

### أولاً: الاستنتاجات

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- 1

(0.704)

(0.58)

- 2

:

(t) (F)

)

(

- 3

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- 4

- 5

(0.215) (0.785)

- 6

:

- 7

(0.662).

- 8

:

**ثانياً: التوصيات:**

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**للممارسين:**

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من

- 2

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### الدراسات المستقبلية للباحثين:

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### المراجع والمصادر:

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» .(2001) .

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- .(2006) .
- .(2002) .
- .(2002) .
- .(2001) .
- .(2001) .
- .(2004) .
- .(2001) .
- .(2002) .
- .(2006) .

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# A Study on the Relationship between Intellectual Capital Investment Strategies and Organizational Competitive Performance

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## **ABSTRACT**

This study analyzes the correlation between intellectual capital investment strategies and organizational competitive performance in the Jordanian insurance industry. To achieve this objective, a questionnaire was developed and distributed to a sample of (213) individuals working in Jordanian insurance companies with (185) questionnaires being returned.

The study produced several results, the key result being that of determining a statistically significant and important impact of intellectual capital investment strategies on organizational competitiveness in terms of educational development, knowledge institutionalization, knowledge integration and the deployment of intellectual capital. The study recommends that insurance company administrations should pay more attention to training and education, in addition to placing more focus on the various dimensions of knowledge, its integration and employment for the aim of achieving a competitive advantage.

**KEYWORDS:** Intellectual capital, competitive performance, knowledge institutionalization, and knowledge integration.