

Abstract

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THE COMPETITIVE ADVANTAGE OF IT IN EGYPTIAN FIRMS: A RESOURCE BASED PERSPECTIVE

Management has been challenged to achieve competitive advantages using Information Technology (IT). However, how to utilize IT still remains ill-defined. Accordingly, the study at hand intends to assess the effect of Information System resources and capabilities on companies' performance. The theoretical framework has been adopted from the widely used Resource Based theory in order to examine the relationships between the identified constructs. A positive relationship was recognized between IS Resources and IS Capabilities. Similarly, but rather hypothetically, the relationships between IS Capabilities and IT support for Core Competencies and consecutively company performance, were positive as well. A mixed methods approach was employed, allowing the use of both quantitative and qualitative approaches. A structured questionnaire was devised to survey a large number of senior managers and the data collected was analyzed statistically using the Partial Least Squares multivariate technique. Semi-structured attributes allowed a more probing study of small numbers of Chief Executive Officers (CEOs) and Chief Information Officers (CIOs) at five case study organizations that were used to enable detecting and analyzing similarities and differences amongst the case study organizations. . When results were brought together, similarities and differences helped the researcher better understand the problem at hand, interpret results, derive conclusions and provide a structural model, and make recommendations to the main stakeholders, namely business managers in the Egyptian context.