

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 quantitative method was employed where 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. 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. Conclusions were derived and a structural model is proposed to suit the Egyptian context.