Strategic Planning in Jordanian Industrial Shareholding Organizations and it's Linkage to Organizational Effectiveness

by

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ABSTRACT

This thesis is an attempt to fill in part of the gap which exists in literature about various issues pertinent to strategic planning practices in Jordanian Industrial Shareholding Organizations (JISOs). More specifically, it aims at trying to address a two-dimension problem. The first one is related to the usage and adoption of strategic planning in (JISOs), and the second is regarding the relationship between strategic planning and organizational effectiveness. To achieve this, three questions were developed. These questions are: (1) To what extent do JISOs make use of strategic planning?, (2) To what extent are JISOs ready to start on effective strategic planning?, and (3) Is there any relationship between strategic planning and organizational effectiveness. The third question is answered through investigating seven hypotheses.

To collect data, a sample of 37 JISOs is taken and a questionnaire developed and distributed to the General Managers of these organizations. Out of the 37 questionnaires distributed, 28 were returned and used in analysis. Statistical package for social sciences (SPSS/PC+) is used to analyze collected data.

The most salient findings of the thesis are: (1) 39 percent of JISOs are classified as strategic planners, whereas 61 percent are classified as non-strategic planners, (2) JISOs are suffering from a weak infrastructure necessary for effective strategic planning, and (3) a statistically significant relationship is found between strategic planning and organizational effectiveness.

Finally, implications for future research and practice are made.