

Differentiation and Organizational Performance: Empirical Evidence from Jordanian Companies

Khaled Mohammad Abu Aliqah

*Tafila Technical University, Administrative and Financial Sciences Faculty, Tafila-Jordan,
P.O. Box (179) Post Office, 661100 Jordan
E-mail: k_diabat@yahoo.com*

KEYWORDS Product Differentiation Strategy. Organizational Performance. Amman Stock Exchange. Jordan

ABSTRACT The purpose of this study is to investigate the relationship between differentiation strategy and organizational performance. To investigate this relationship, 33 industrial companies listed at Amman Stock Exchange by the beginning of 2010 were surveyed. Industrial companies listed at Amman Stock Exchange were surveyed. The result of multiple regression analysis indicates that the differentiation strategy has not significant effect on organizational performance of such companies. One important practical implication of this result is for the Jordanian companies to incorporate the different dimensions of product differentiation strategy correctly to improve their performance. However, implication and limitations are discussed along with future research agenda.