

Competition and Organizational Performance: Empirical Evidence from Jordanian Firms

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ABSTRACT In today's fast-paced economy competition is an issue of services and products. Much attention has been directed to a better service and the best product and how this can be achieved. So, the purpose of this research is to investigate the impact of intensity of competition on the organizational performance of Jordanian industrial companies. To investigate this relationship, 33 industrial companies listed at Amman Stock Exchange by the beginning of 2010 were surveyed. The result of multiple regression analysis indicates that the intensity of market competition has appositve strong effect on organizational performance of such companies. This result, however, is expected as Jordanian companies have faced intense competition lately due to attractive investment climate of Jordanian market.