

The role of strategic management in achieving a competitive advantage of insurance companies in Palestine

“National Insurance Company as a case study”

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Abstract

This study aimed to identify the reality of the strategic management implementation in achieving a competitive advantage from the view point of all senior management members in National Insurance Company in the city of Ramallah. The study adopted the descriptive approach as it is applicable to the nature and purposes of this research. To achieve the objectives of the study, the researcher developed a questionnaire and distributed it after verifying its validity and stability. A comprehensive survey of the study population was conducted which covered 40 participants; 40 questionnaires were distributed, and 38 of them were retrieved which made the recovery (95%). To statistically analyze and process data, and in order to reach the results of this study, the Statistical Package for the Social Science (SPSS) was used.

One of the most important findings of the study was that the reality of the strategic management implementation in National Insurance Company in the city of Ramallah has a relative weight of (% 85.420), with a (very high) approval degree, and its order was as follows: (the strategic environmental analysis, the strategy formation, the strategy implementation, the strategic assessment and control). The level of achieving a competitive advantage in the company in the city of Ramallah has a relative weight of (% 88.596), with a (very high) approval degree, and its order was as follows: (the lower cost, the quality, the excellence and creativity, and the response). The study showed that there is a strong correlation between the strategic management and the competitive advantage.

The results also indicated that there is a direct correlation with a statistically significant relationship between the strategic management and achieving a competitive advantage in the National Insurance Company in Palestine, and the absence of statistically significant differences between the responses of the sample members attributed to the demographic variables, except the variables of age and the years of service number.