

(
Jeannet, et al., 2001)
(Monnin, 2003)

:

.1

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-577-

(2)	(1)	.	.2
		.	.3
	(3)	.	.4
()	.	.5
	(4)	.	.6
:		.	.
	:	(1) :	
		(2) .	
	:	(3) .	
			(4)
			.1

(115)

:

4.5 : (94)

-2.5 () 4.5 - 3.5 ()
 1 () 2.5 - 1.5 () 3.5
 .() 1.5 -

One Way ANOVA

(-) (7)

()
 .(Zikmund, 2000: 279)
 (0.90) (0.88)
 (0.85) (0.89) (103) (%56) (186)

.(Sekaran, 2003: 307)

(Colombo, 2003)

-

:
-1

: -2 (Jaloni, 2005)

: -3

-4

Wheelen &)

.(Hunger, 2007

Strategic Alliances

Forms

(John and Radebaugh, 2001)

(Johanson and Kevan , 2002)

(Evans, 2001)

Licensing -

Wheelen &)
(Hunger, 2007)
Franchising -
%50
(Hunger & Wheelen, 2007, .
David, 2007)
(2002)
Joint Venture -
(2004)
Exporting & Acquisition :
(2005) :
) takeover
(')

		(Chan,		.1999)
		:	:	.1
%88)		
	1998 -1963			.(2004
			:	.2
	% 18 %14			
		.(2005)	
	.1993 1990			
(2004)				
)		
			:	.(2004
			:	.3
		:		
		(2003 2004)		
(2004)			:	.4

(Delong et al., 2000) .

(2000)

:

(Rounti, et al., 2005)

:

228

:

(1)

(2)

:

(3)

(0.79)

(4.57)

(Nielsen, 2005)

(0.97)

(3.42)

(Lowe and Gawne, 2005)

:

(4)

(0.87)

(4.73)

()

(4.68)

(0.91)

(0.77)

(4.59)

Scheffe Post Hoc

Test

- " (6)
 " 10 -5" : " 5
 - " " 10"
 (-1.923) " 10 -5" " 5
 -5" ($\alpha \leq 0.05$)

(2.73)

(0.66)

" 5 - " 10
 10 -5" (7)
 - " (19.79) "
 - " (17.87) " 5
 (-2.349) " 10" " 5
 ($\alpha \leq 0.05$)

(4.08)

" 10 -5" (20.22)
 (-0.427) " 10"
 ($\alpha \leq 0.05$)

(5)

($\alpha \leq 0.05$)

(8)

($\alpha \leq 0.05$)

($\alpha \leq 0.05$)

.1

($\alpha \leq 0.05$)

Scheffe Post Hoc Test

(Hugh, et. al, 2000)

	:	" 50 -30"	(9)
		" 71"	" 70-51"
.2	(1.432)	" 70-51"	" 50 -30"
		($\alpha \leq 0.05$)	
	"	71"	" 50 -30"
	($\alpha \leq 0.05$)		(-4.048)
	:	" 71"	
		" 50 -30"	
	71"		(10)
	-30"		(23.6) "
	70-51"	(19.55)	" 50
	(-5.480)	" 71"	"
.3	71"	($\alpha \leq 0.05$)	
			"
	71"		" 70-51"
	70-51"		(23.6) "
		(16.12)	"

.3

.4

.5

.1

.2

(103 =)

:(1)

%			
88	91		
12	12		
1.9	2	25	
55.4	57	35	- 25
38.8	40	45	- 35
3.9	4		45
1	1		
58	60		
40	41		
1	1		
3.9	4	5	-
56.3	58	10	- 5
39.8	41		10

(94 =) : (2)

18.1	17	50 - 30	
24.5	23	70-51	
57.4	54	71	
35.1	33	/	
64.9	61	/	
5.3	5		
35.1	33	5-2	
45.7	43	8-6	
13.9	13	9	
10.6	10	10	
19.2	18	30 - 11	
61.7	58	50-31	
8.5	8	51	

() : (3)

0.79	4.69		1
0.97	4.17		7
0.98	4.11		2
0.94	3.76		4
0.88	3.68		3
0.79	3.57		5
0.97	3.42		6

:(4)

()

0.87	4.73		17
0.91	4.68		14
0.77	4.59		10
0.99	4.48		9
0.93	4.35		8
0.81	4.31		15
0.97	4.24		16
0.84	3.67		13
0.55	2.98		11
0.66	2.73		12
4.08			

:(5)

	()					
0.145	3.385	0.534	2	1.068		
		0.137	57	35.321		
			59	36.389		
0.194	1.531	0.213	4	0.853		
		0.139	55	35.535		
			59	36.389		

	()					
0.506	0.779	0.111	2	0.339		
		0.143	57	36.550		
			59	36.889		
0.008	1.001	0.143	5	0.579		
		0.142	54	36.310		
			59	36.889		

Scheffe Post Hoc : (6)

0.048	0.7584	-1.923	10	-5	5 -
0.009	0.7346	-2.349		10	
0.771	0.5898	-0.426		10	10 -5

: (7)

	10	10	-5	5	-
	20.22	19.79		17.87	
	2.06	1.77		2.51	

:(8)

	()					
0.193	1.692	7.970	2	6.727		
		4.711	57	30.162		
			59	36.389		
0.552	0.707	3.460	3	1.381		
		4.895	56	35.508		
			59	36.889		
0.168	1.747	8.116	3	4.349		
		4.645	56	32.540		
			59	36.889		
0.001	7.457	29.499	2	5.999		
		3.956	57	30.890		
			59	36.889		

Scheffe Post Hoc :(9)

0.314	0.9312	1.432	70-51	50 -30
0.005	1.1809	4.048	71	
0.002	1.4525	-5.480	71	70-51

:(10)

71	70-51	50 -30	
23.60	18.12	19.55	
0.001	3.47	1.86	

(2004)

(2002)

(2004)

(2003)

(2004)

(1998)

23

(2005)

(2002)

(2000)

(2003)

.55

(2004)

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Managers' Attitudes of Jordan Information Technology Organizations (JITO) towards Forming Strategic Alliances and its Influencing Factors

Tawfiq Abed Al-Hadi and Jihad Bani Hani

ABSTRACT

This study aims at investigating attitudes of Information Technology Organizations in Jordan towards forming strategic alliances, managers' and its influencing factors and determining the difference level between the managers' attitudes of Information Technology Organizations managers' in Jordan towards forming strategic alliances and demographic variables for respondents on the one hand and Information Technology Organizations characteristics on the other hand. The key findings indicated that the best forms of strategic alliances are to engage with strategic alliance by contributing in organization capital, while the license as a form of alliance is less important from the respondents' point of view. The findings indicated that there is no significant difference between the managers' attitudes of Information Technology Organizations in Jordan towards forming strategic alliances and demographic variables except overall experience. The findings show no significant difference between the managers' attitudes of Information Technology Organizations in Jordan towards forming strategic alliances and JITO characteristics except the capital. The study recommended that (JITO) should adapt the strategic alliance, which supports its strategic position.

KEYWORDS: Strategic Alliances, Strategic Alliances Forms, competitive capabilities, Information Technology Organizations.

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