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salabena3@yahoo.fr

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"Hunger" "Wheelen"
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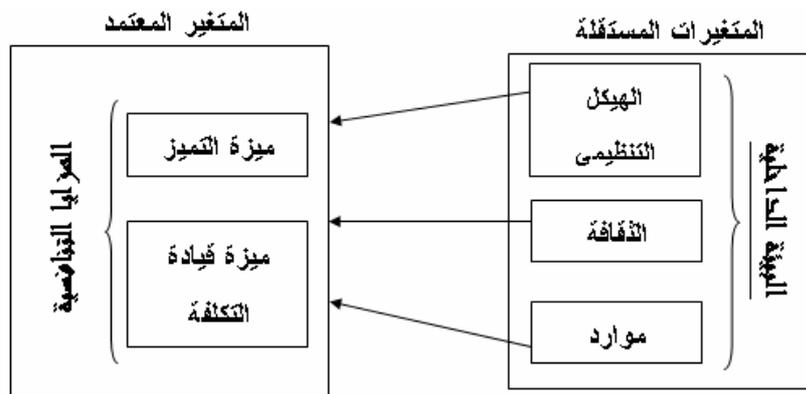
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(Al-Rousan, Quawasmeh, 2009) 2006) .
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(Bearden, 1995, p 91)

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%84.81	67		
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%32.91	26	[15-10[
%15.19	12	[20-15[
%10.13	8	[25-20[

%2.53	2	25	
%100	79		
%2.53	2		
%8.86	7		
%49.37	39		
%39.24	31		
%100	79		
%8.86	7		
%13.92	11		
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67.2	0.69	3.36		:
63.8	1.39	3.19		1
70.6	1.06	3.53		2
55	1.18	2.75		3
72.6	1.33	3.63		4
74.2	1.21	3.71		5
60.6	0.81	3.03		:
59	1.37	2.95		6
65.6	1.13	3.28		7
59.4	1.21	2.97		8
61.2	1.22	3.06		9
61.2	1.37	3.06		10
57.4	1.41	2.87		11
62.2	0.82	3.11		:
69.2	1.23	3.46		12
61.2	1.09	3.06		13
61.2	1.14	3.06		14
63.6	1.17	3.18		15
56.8	1.16	2.84		16
55.6	0.91	2.78		
60.6	1.41	3.03		17
57	1.16	2.85		18
53.4	1.38	2.67		19
51.4	1.29	2.57		20
56.8	1.38	2.84		21
49.6	0.97	2.48		
60.8	1.46	3.04		22
42.8	1.19	2.14		23
52.6	1.36	2.63		24
53.6	1.20	2.68		25
38	1.150	1.90		26
59.2	0.53	2.96		

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66	1.30	3.30		27
62	1.24	3.10		28
62.8	1.24	3.14		29
63.2	1.21	3.16		30
63	1.28	3.15		31
58.8	1.34	2.94		32
62.6	0.87	3.13		

(3.07) (3.13) (0.87)
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58.4	1.45	2.92		33
60.6	1.19	3.03		34
71.2	1.31	3.56		35
60.8	1.09	3.04		36
57.8	1.29	2.89		37
55.6	1.19	2.78		38
65.8	1.21	3.29		39
61.4	0.82	3.07		

(3.26) (6)

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73	1.18	3.65		1
64.8	1.10	3.24		2
66.6	1.13	3.33		3
64.6	1.18	3.23		4
70.2	1.12	3.51		5
59.4	1.16	2.97		6

64.8	1.00	3.24		7
55	1.40	2.75		8
68.4	1.25	3.42		9
65.2	0.63	3.26		

(19)

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60.2	1.32	3.01		10
65.6	1.19	3.28		11
73.2	1.09	3.66		12
68.6	1.06	3.43		13
65.4	1.18	3.27		14
67.6	1.36	3.38		15
67.6	1.02	3.38		16
60.8	1.26	3.04		17
69.2	1.18	3.46		18
56.8	1.22	2.84		19
65.4	0.69	3.27		

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.(0.020)

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%12.2

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sig	F	t	R ²	R	β	α		
0.020	10.690	3.270	0.122	0.349	0.320	2.318		

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sig	F	t	R ²	R	β	α		
0.000	23.374	4.835	0.233	0.483	0.267	2.428		

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(0.267)

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(t)

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(0.233)

%23.3

(10)

sig	F	t	R ²	R	β	α		
0.000	20.546	4.533	0.211	0.459	0.270	2.438		

(F)

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(0.270)

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(0.211)

%21.1

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sig	F	t	R ²	R	β	α		
0.000	30.724	5.543	0.285	0.534	0.421	1.980		

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(Al-Rousan, 2009) (2011)	.6				
%12,2					.2
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			(2011)		
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The Strategic role of the Internal Environment Analysis upon Creating Competitive Advantages in the Algerian Industrial Organizations (Field Study)

*Ben Ahsan Ahsan Salah El-Deen **

ABSTRACT

This study that has been conducted on the Algerian industrial sector aims to demonstrate the existence and measure the impact of the internal environment analysis upon creating competitive advantages in the Algerian industrial organizations. (87) questionnaires were distributed on managers in a sample of industrial organizations located in the city of Bordj Bou Arreridj –Algeria-. The study concluded several findings concerning the importance of internal environment analysis and its impact on the creation of competitive advantages in the Algerian industrial organizations. The main findings were: the existence of an impact of internal environment analysis upon the creation of competitive advantages. Furthermore, one of the most important findings showed that the study sample organizations are interested in analyzing their internal environment, but they give some environmental elements more consideration than others. One other important finding in this study was that the study sample organizations acquire competitive advantages but they don't seek to sustain them. In the light of these findings, the researcher has proposed a set of recommendations, the most important were: organizations need to consider improving their marketing strategies, as well as the need to exploit their production capacity more efficiently, and pay greater attention to human resources management as they have an impact on promoting their strengths, and thus their competitive advantages.

KEYWORDS: Internal Environment Analysis, Organization, Competitive Advantages.

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