Relationship between Environment, Organizational Structure, Top Management and financial Performance: A Case of Retailer Stores of Amman, Jordan

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ABSTRACT

This study investigates how changes in the environment due to Jordan’s market opening have affected Jordan retailing firms’ strategy, top management’s willingness to adapt to changing market conditions, environment, and organizational structure, and firm or financial performance. The number of respondents is 60 respondents of some stores that located in Amman and some other cities in Jordan. Through the survey research method, the questionnaire sees a complete picture of the way different things are connected, what to focus on and measure environment, organizational structure, top management and store’s or financial performance of representing in used seems to look up the capacity to make things appear to be connected, making a kind of wholeness or optimum solution. Moreover, the structural equations model to test the hypotheses concerning the relationships between the research variables, and the store performance. However, we found that a positive relationships between perceived environmental uncertainty, top-management’s organizational structure willingness and financial performance.
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CHAPTER ONE

BACKGROUND

1.0 INTRODUCTION

The radical transformation of global business environment nowadays was resulted from growing economies and international trade all over the world. Firm currently are exposed to unstable environment of operations that is represented by rapid growth and change in technologies and markets which can be considered as opportunities and challenges in the same time. Changes in the environment that causes transformation which has been followed by retail business over years to keep the system on track with all challenges and opportunities. However, environmental changes has been in interest of many researchers over time, researchers have investigated including, ecological, cyclical, and conflict factors.

Retail business competition among firms in Jordanian retail industry started to be more strong and intense since Jordan has started to be more open to the global market, and therefore many foreign firms have started to access businesses in Jordan among many industries such as retail industry. Foreign firms that have entered retail industry was larger and have more experience in such business than Jordan local companies, which have made some the local companies to struggle in their business and to be limited in their operations, and some of the local companies was collapsed accordingly. Furthermore, domestic and global competition that was emerging in Jordan has decreased
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