

**STRATEGIC ROLE OF INFORMATION TECHNOLOGY
TOWARDS BUILDING COMPETITIVE ADVANTAGE
STUDY IN YEMEN (SOUTHERN REGION)**

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**A Project Paper Submitted to Graduate School of Business in Partial Fulfillment of
the Requirements for the Degree of Master of Science Management**

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BY

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ABSTRACT

This study empirically examines the strategic role of information technology towards building organization's competitive advantage, in particular, the main objective of this study is to report the association of productivity efficiency, innovation, customer-supplier relationship, and database marketing with organization's competitive advantage. This study is a summary- based investigation focusing on southern region Of Yemen. The sample of this study compromises of 130 usable questionnaires.

The findings of this study indicate that there is positive relationship between information technology and competitive advantage. This address problems and barriers encountered in the application of information technology as medium to build competitive advantage among organizations in Yemen (Southern Region). It is certainly enables scholars and practitioners to make better decision.

DEDICATION

This dissertation is dedicated with love and gratitude to my beloved father, **SALMEN**, and my mother **NADIA**, who have provided undying love, support and encouragement. They are my strength, dreams, courage and determination to move through the final stages of this process. My dream came true due to their love and sacrifices.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

The field of strategic management focuses on understanding sources sustainable competitive advantages for firms (Porter, 1980; 1985; Rumelt, R.P., Schendel, D., & Teece, D.J., 1991, Barney, 2001; Priem & Butler, 2001). A variety of factors have been shown to have an important impact on the ability of firms to obtain sustainable competitive advantage, including the relative cost position of a firm (Porter, 1980), a firm's ability to differentiate its products (Johannessen & Olsen, 2003; Caves and Williamson, 1985; Porter, 1980), and the ability of firms to cooperate in strategic alliances (Kogut, 1988).

IT has also been mentioned for its possible role in creating competitive advantages for firms (Tabb, L., 2006; Barney, 1991; Clemons, 1986; 1991; Clemons and Kimbrough, 1986; Clemons and Row 1987; 1991a; Feeny, 1988; Feeny and Ives, 1990). Many organizations in most industries have little choice but to implement some form of information technology in order to remain both innovative and remain on the cutting edge of competitive advantage (Porter, 2001). IT is firmly grounded in the business as competitive impact and alignment needs of IT (Ward & Peppard, 2002).

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