

Title: The Relative Contribution of Organizational Ambidexterity in predicting Competitive Advantage in Civil Associations

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The current study aimed to identify the nature of the relationship between the organizational ambidexterity and the competitive advantage in civil associations. The study sample included 244 employees from the civil associations in the Fayoum governorate. Two questionnaires (the organizational prowess and the competitive advantage) were developed (the researcher's preparation). The organizational ambidexterity questionnaire consists of 23 items that measure the factors of exploitation (12 items) and exploration (11 items), while the competitive advantage questionnaire consists of 32 items that measure four factors (the strategic advantage, research and development, innovative advantage, meeting the needs of the beneficiaries). The psychometric properties of the two questionnaires were investigated, and the results showed that the two-factor model fits the organizational ambidexterity questionnaire and the four-factor model to the competitive advantage questionnaire. Furthermore, the two questionnaires showed good reliability.

The results indicated that there is a positive statistically significant relationship between the factors of organizational ambidexterity (exploitation and exploration) and the factors of competitive advantage (strategic advantage, research and development, innovation advantage, meeting the needs of beneficiaries) in civil associations. This study also found that organizational ambidexterity contributes to predicting competitive advantage in civil societies. In addition, organizational ambidexterity also contributes to predicting four factors of competitive advantage in civil associations.

Keywords: Organizational ambidexterity, competitive advantage, civil association, strategic advantage, innovation advantage.