Blue Ocean Philosophy and its Role in Achieving Competitive Superiority: A study of the Opinions of Some Workers in Zain Telecommunication Company

دور فلسفة المحيط الأزرق في تحقيق التفوق التنافسي
دراسة استطلاعية لأراء عينة من العاملين في شركة زين للاتصال

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Abstract

The study deals with a very important subject focusing on identifying the role of blue ocean philosophy in achieving the competitive superiority due to the scarcity of the studies in management, in general, and in marketing, in specific, that dealt with the reality and nature of this concept. The study aims at shedding the light on what the blue philosophy is, showing its role in achieving the competitive superiority by requesting the opinions of a sample of workers in Zain telecommunication company by way of a questionnaire containing 30 items. This questionnaire is used as a main tool for collecting date from the sample. The results are analyzed by using the main and standard deviation in addition to "F and T" tests and the factor $R^2$.

The study concludes that there is a relation and effect between the blue ocean philosophy and competitive superiority on which recommendations are presented accordingly.