



Sadat Academy for Administrative Sciences
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The Impact of Logistics Capabilities on Competitive Advantages
(A field study)

Thesis for the degree of Doctor of Philosophy in Business Administration

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Abstract:

The study aimed to clarify the most important concepts related to logistics capabilities and competitive advantages, And identify the impact of tangible and intangible logistics capabilities on the competitive advantages of Egyptian pharmaceutical companies and try to test the impact of these logistic capabilities in achieving competitive advantages through the optimal use of these capabilities and resources to reach solutions and recommendations. The study sought to shed more light on the importance of the role of the logistics capabilities and resources in the companies studied, and to explain to practitioners the importance of logistic capabilities in improving market share through competitive advantages within the pharmaceutical sector and facing competitive challenges.

The study used the comprehensive inventory method (for companies listed on the Egyptian Stock Exchange) for the production of medicines, targeting the directors of the senior management and middle management who form the logistics team, as well as the managers and marketing officials of the companies under study, where the senior leadership and the middle administration have positions, positions and authorities and administrative authorities On the questions. The researcher used descriptive statistical measures and used a survey list as a tool for data collection and data analysis through SPSS 24 and AMOS statistical programs.

The study reached a number of results, the most important of which is: "There is a significant impact on the competitive capabilities of the logistics on the competitive advantages - there is a significant impact of intangible logistics capabilities on the competitive advantages." The results of the study showed that there is agreement among the sample on the importance of adopting the concepts of logistics capabilities and placing them at the top of the senior management's concerns, with the need to take concrete measures to increase awareness of the concepts of logistics capabilities and their importance to achieve competitive advantages. The study is different, where we find that the levels of impact in some companies and the variables were high for some variables without the other was low.

The study also made a number of recommendations, the most important of which is raising the awareness of pharmaceutical manufacturers and clarifying the tasks carried out by the logistics department inside and outside the company. It is not only a transport department, explaining the concept of logistics and how to exploit the available logistic capabilities. With logistical capabilities and what can be expected from this, increase the attention and use of logistics capabilities

within companies because they have a direct impact on the service of competitive advantages, B technology for the safety of drugs and the adoption of modern methods in general by the production process until the arrival of the product to customers on time, continuous study of the companies compete locally and globally, to keep pace with developments on the global level developments and work to increase the expertise of individuals working to improve the quality of products and services provided

At the end of the research, the researcher developed a proposed plan of action to implement the recommendations