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To What Extent Can a Company Achieve a Competitive Advantage Through Job Development?

Ahmad Al-Rfou* and Khalaf Trawneh**

*Accounting and Business Department, Tafilah Technical University, Tafilah 66110, Jordan
Fax: 962- 32250002, E-mail: *ahmadrfo_u357@yahoo.com, **khalaftara@yahoo.co.uk*

KEYWORDS Job Development. Competitive Advantage. Human Resource Management (HRM).

ABSTRACT The purpose of this study is to explore how job development, one of the important activities of human resource management (HRM), can affect organisational success, and how it is important in achieving competitive advantage. This relationship has been empirically investigated. The data has been analyzed using SPSS. The results indicated a significant relationship between job development and competitive advantage. The results have shown that five of the eight proposed relationships have found to be significant. This supports the regression results for the relationship between competitive advantage and the job development.