EVACUATION THE EFFECT OF INFORMATION TECHNOLOGY ON COMPETITIVE ADVANTAGE IN ARDABIL INDUSTRIAL ZONE

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Abstract
The present study was based on the aim is of application type. The statistical Population of were 200 small and medium industries at industrial Zone in Ardabil. The sample size of 132 companies using Cochran formula is selected as the sample size. Only 120 questionnaires have been answered by managers and supervisors of small and medium industries. The reliability for information technology is 0.860 and competitive advantage 0.91 is obtained. Linear regression analysis was used for Information analysis. Findings show that the components of information technology have the impact on the competitive advantage of firms which leads to effectiveness.

Key words: information technology, competitive advantage, industrial Zone

Introduction
Globalization, development and integration of global markets, rapid and fundamental technological advances, lack of resources and high cost, the revolution in information technology and the increase in the number and quality of local and international competitors in the past two decades made eager managers of this period more than any time to business intelligence, expertise, greater vigilance and vision to meet the challenges facing with (Hocavar and Jaklic, 2010).

Managers intended to use a comprehensive concept across the organization that effectively provides the needed information on time and with quality for decision making so that it has a competitive privilege for organization. The concept of business intelligence can lead to data and market information, product, competitors, customers, the company and become integrated into consciousness. Acquisition, use, and transfer of information and knowledge, has ensured the survival and profitability of organizations and causes of behavior in the field of business intelligence and gained a unique competitive advantages (Carver and Ritacco, 2006).

Business intelligence is a term that is great and comprehensive introduced by Gardner group and its researcher Howard Dresdner to describe and explain a set of concepts and methodologies in business through the use of events and event-based systems to improve decision. BI applications gave new life to an organization's strategy. The company's accuracy, success goals and objectives are measured by them (Roglaski, 2003). BI or Business Intelligence is the more severe form of commercial and non-commercial use consists of a wide range of applications and technologies for gathering data and knowledge in order to create a query and analysis of a firm, for making a precise and intelligent business decisions

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(Aryachandra and Watson, 2010). In other words, business intelligence is the capacity of an organization to create knowledge and use it to adapt to the market strategically. Helal and colleagues introduce Business intelligence a function of five cognitive sub-systems which include: organizational structure, culture, interested parties relationships, knowledge management and strategic processes (liobowitz, 2000).

As it was mentioned above that can well reflect the business intelligence can be raised as one of the important factors that influence the acquisition of Merit competition for companies or organizations. Accordingly, this study seeks to explore and examine the links between the theoretical and statistical aspects of IT and competitive advantage of companies based in the industrial town of Ardabil. Now the question is what is the effect of the IT on competitive advantage of companies?

**Methodology**

The present study was based on the aim is of application type. The statistical Population of were 200 small and medium industries at Industrial Zone in. The sample size of 132 companies using Cochran formula is selected as the sample size and only 120 questionnaires have been answered by managers and supervisors of small and medium industries. The reliability for information technology is 0.860, and competitive advantage 0.91 is obtained. Linear regression analysis was used for Information analysis.

**Findings**

*The null hypothesis H0: Information Technology has no effect to competitive advantage.*

*Research hypothesis H1: Information Technology has effect to competitive advantage.*

**Table 1: regression analysis**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R square</th>
<th>Adjusted R square</th>
<th>Std. Error of The Estimate</th>
<th>Durbin Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>.326</td>
<td>.106</td>
<td>0.098</td>
<td>0.5039</td>
<td>1.616</td>
</tr>
</tbody>
</table>

According to The results of the regression analysis table (1), the correlation coefficient R is equal to 0/326 and the coefficient of determination (R2) is roughly 0/11 therefore, we can say with confidence: %0/11 changes of competitive advantage variable is related to the information technology, and in a sense we can say that as much as 11 percent of the changes to the competitive advantage is related to the information technology predictor variable. So information technology dimension are able to predict for competitive advantage. It can be said that information technology has the impact on competitive advantage. Duhrbin Watson statistic for the final model is acceptable in the range of 1.5 to 2.5 and shows no residual autocorrelation.

**Table 2 the results of the analysis of regression variance**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>3.551</td>
<td>1</td>
<td>3.551</td>
<td>13.985</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual total</td>
<td>29.962</td>
<td>118</td>
<td>0.254</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>33.513</td>
<td>119</td>
<td>119</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Also based on the analysis of variance table (2) regression calculated for F are equal to 13 /985. Therefore, due to the significant level of error which is smaller than the value of the result of a Sig =0 /000>0/ 01 regression equation is approved. Thus, the coefficient of determination was found to be statistically significant in the regression equation. The resulting model was significant at the 0.01and therefore the hypothesis H0 is rejected with 99% confidence and H1 hypothesis is confirmed and we can say that information technology
has impact on competitive advantage. ANOVA tables due to the significant level test and verify the adequacy of the model and shows regression model is linear.

Table 3: Coefficients test

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (constant)</td>
<td>2.806</td>
<td>0.275</td>
<td>0.326</td>
<td>10.211</td>
</tr>
<tr>
<td>IT</td>
<td>0.252</td>
<td>0.067</td>
<td></td>
<td>3.74</td>
</tr>
</tbody>
</table>

To check the fit of the regression model we use of the data table (3). Using a simple regression model, the relationship between the two predictor variables to fit the criteria of the hypotheses was examined. The results and coefficients of fitted model are given in the following table; the t-test information technology component has positive impact on competitive advantage. All parameters in the model are significant. And due to the significant level is smaller than the error the result is thus confirmed the regression coefficients were determined to be statistically significant in the regression equation.

**Conclusion**

The present research studied the impact of IT on the competitive advantage that results were approved. In studies Mashdaei and colleagues conducted in 1389 with the aim of implementing IT organizations steps, reached to the finding that achievements is in IT applications and is in usage of the company's competitive environment and is a valuable tool in today's competitive environment.

Research by Carver and Ritacco in 2006 was with the objective of a creating a framework for measuring the benefits of IT, business and commercial value and thus concluded that BI users quickly understand complex information technology that enables better and faster decisions and thereby effectively achieve to the organizational goals. In This study also showed that the components of information technology have the impact on the competitive advantage of firms which leads to effectiveness. The present study is consistent with a study done in 2004 by Negash because he in his research has tried to achieve to the understanding of the capabilities of the company, procedures and future directions in technology markets. In this research, information technology is one of the most important factors influencing the competitive advantage. The study by Gartner (2002), Al-Bashir and his colleagues in the year (2008), Roohani and Ghazanfari (1389), their all results are consistent and aligned with the present research results.

**References**

1. Gartner (2002), "Business Intelligence, Strategic Intent/Tactical Deployment," H.Dresner, October,COM-18-5218,