

DEDICATION

Dream whatever you desire to dream

Go wherever you wish

Because life is unique and depend on how you shape it

To those who believes that dreams will come true

To those who made me laugh when I really needed

To those who show me encouragement when I am down

To my sister Amira

To all those who just pass away

I dedicated my humble effort

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In the name of Allah , the most beneficent, most merciful. May his blessing and mercy be upon our profit Mohamad S.A.W. My thank to Allah first and last.

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الخلاصة

هذه الدراسة ركزت على المقدرات الداخلية الكامنة لدى الشركات (مقدرة ادارة الوقت, تقليل التكاليف, جودة الخدمة و مرونة العمليات) التي تدفع الشركات للقيام بتعهد بعض أو جل نشاطاتها لجهات متخصصة تقوم به نيابة عنها, إضافة الى دور التعهد كوسيط بين المقدرات الداخلية الكامنة و الاداء الادارى, كما تناولت الدور الذى يلعبه التدخل الحكومى و نظم المعلومات الحديثة فى تحسين أو اعاقه الشركات و تدعيم الميزة التنافسية لديها. استراتيجيات و مفهوم تعهد بعض نشاطات الشركات فى صناعة الخدمات إستراتيجى إنتباه الكثير من الأكاديميين والممارسين فى الصناعات و المجالات المختلفة. فى هذا الاطار، صناعة النفط، الخدمات والمتعهدين ليست إستثناء لأنها من المجالات المهمة التي لها تأثير فى فعالية امداد الشركات بالموارد اللازمة لعملياتها من المواد الخام، رأس المال و الموارد البشرية ، لذلك إستند هذا البحث على رؤية أ مع مفهوم إحتفاظ الزبون إدارة الموارد. يتحرى هذا البحث عن الاسباب و محددات عملية التعهد المتمثلة فى (إدارة الوقت, تقليل التكاليف, الجودة العامة للخدمة و المرونة اللازمة للاستجابة لحالات عدم التأكد فى بيئة الاعمال المتغيرة) على عملية التعهد الذى استخدم كمتغير وسيط يتوسط العلاقة بين المتغيرات المستقلة (المقدرات الداخلية) و المتغيرات التابعة (الاداء الادارى) . كذلك تعتبر الدراسة وجود تأثير متغيرات دور الاجراءات الحكومية و تقنية المعلومات, كمتغيرات معدلة او مقوية للعلاقة بين عملية التعهد وبُعدي الاداء الادارى (المالى، الغير مالى).

بصد هذه الدراسة تم توزيع عدد 180 استبانة على المبحوثين, و قد تم الحصول على مجموع 116 نسخة استبيان صالحة من المعنيين بعملية التعهد, أستعملت جميعها فى التحليل. فى هذه الدراسة تم استخدام طريقة التحليل العاملى، واسلوب الانحدار المتعدد لإختبار الفرضيات، حيث قدّمت النتائج التجريبية المتحصل عليها من التحليل دعماً للنموذج النظري للبحث. أشارت النتائج بأن المتغيرات الدافعة لعملية التعهد لها تأثيراً معنوياً هام وقوى لتبنى قرار التعهد. كما أن التعهد كان له تأثيرات معنوية ذات دلالة احصائية على الاداء المالى لدى الشركات التى تقوم بتعهد نشاطاتها فى السودان. فى جانب آخر، هذه الدراسة لم تجد نتيجة إيجابية تدعم وجود تأثير معنوى للتعهد و الاداء الغير مالى. لذا خلصت الدراسة ان التعهد كمتغير يلعب دور وسيط بين متغيرات المقدرة الداخلية للشركات و الاداء المالى، بينما لم يتوفر مع الاداء الغير مالى فى عينة الدراسة. كما وجدت الدراسة تأثير معنوي لتوسط الدور الحكومى المتمثل فى (الاجراءات الحكومية و تقنية المعلومات) بين التعهد متغيرات الاداء الادارى.

إستناداً على نتائج الدراسة تم مناقشة المدلولات النظرية والعملية لنتائج البحث ، إضافة الي تقديم توصيات وإقتراحات للبحث
المستقبلي.

Abstract

This study concentrated on those companies performs logistics outsourcing in Sudan (industrial, telecommunication, logistics and manufacturing companies). Outsourcing concept has received much attention from both academics and practitioners in different industries. Sudanese business environment is not an exception and it has a high interaction with international business. For this reason, this research undertakes Resource Based View to deal with this concept. The study investigates the influence of internal capabilities variables (time, cost, flexibility and quality) on logistics outsourcing representing as mediating variable between internal capabilities and firm performance. The study also considers the influence of government role (government regulations, and information technology) as moderating the relationship between outsourcing and firm performance variables. Data were collected through direct questionnaire survey. A total of 116 usable responses were used for the purpose of this study. Factor and reliability analyses were performed and regression analysis was conducted to test the hypotheses. The findings provided empirical support for the theoretical framework. The results indicated that internal capabilities variables played a significant an important role in determining to outsource activities. Outsourcing had a significant influence on the Sudanese service firms financial performance, but not for the non-financial one. This study did not found any convincing evidence to support the mediation effect of outsourcing between internal capabilities and non-financial performance. Furthermore, the research results indicated that government regulations and information technology are significantly moderating the relationship between outsourcing and firm performance dimensions. Based on the study findings, theoretical and practical implications were discussed, limitations and suggestions for future research were also presented.