

The Role of Information and Communication Technology in Achieving Competitive Advantage

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Abstract : The world has undergone a big dramatic transformations as a result of the liberalization of the economy. Which lead to intensity of competition between economic institutions under the slogan " Survival of the fittest".in the line with these changes, it is imperative for Organizations to adopt the philosophy of applying ICT in the era of globalization in order to survive and sustain in the local and international markets.and even the Algerian economic institutions are concerned in what witnessed by the international institutions,especially after Algeria adopted the policy of trade openness.And from this point, it was the start of the study, that aims at identifying the role of ICT in achieving competitive advantage in the economic institutions according to an analytical study of Mobilis Telecom in Algeria city, and then the analysis of the results by SPSS edition 24.To sum up, i have come to the conclusion that ICT has effectively contributed to the achievement of competitive advantage, and that the value of organizations today lies in the extent to which they use ICT's which make it gain speed, efficiency, and the quality of its operations especially in the competitive competition.

Keywords : ICT, company, competitive advantage, competitive strategie

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