

The Impact of Environmental Dynamism on Strategic Outsourcing Success

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Abstract : Adapting quickly to environmental dynamism is essential for an organization to develop outsourcing strategic and management in order to sustain competitive advantage. This research used the Partial Least Squares Structural Equation Modeling (PLS-SEM) tool to investigate the factors of environmental dynamism impact on the strategic outsourcing success among electrical and electronic manufacturing industries in outsourcing management. Statistical results confirm that the inclusion of customer demand, technological change, and competition level as a new combination concept of environmental dynamism, has positive effects on outsourcing success. Additionally, this research demonstrates the acceptability of PLS-SEM as a statistical analysis to furnish a better understanding of environmental dynamism in outsourcing management in Malaysia. A practical finding contributes to academics and practitioners in the field of outsourcing management.

Keywords : environmental dynamism, customer demand, technological change, competition level, outsourcing success

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