

The Effective Operations Competitive Advantages of Mobile Phone Service Providers across Countries: The Case of Middle East Region

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Abstract : The aim of this study is identifying the effective operations competitive advantages of mobile phone service providers across countries. All Arab countries in the Middle East region were surveyed except Syria, and 27 out of 31 service providers were surveyed. Data collected from corporations' annual reports, websites and other professional institutions published sources. Multiple linear regression analysis test was used to identify the relationship between operations competitive advantages and market share. The effective operations competitive advantages were; diversity of offers and service accessibility

Keywords : competitive advantage, mobile telecommunication operations, Middle East, service provider

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