

Strategic Entrepreneurship and the Achievement of the Sustainable Competitive Advantage in Palestinian Institutions

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Abstract

This study aimed to investigate the role of strategic entrepreneurship in achieving sustainable competitive advantage within Palestinian institutions operating in the West Bank, amidst the unique challenges confronting the Palestinian business environment. Employing a descriptive-analytical methodology, the study developed a theoretical model linking the dimensions of strategic entrepreneurship (strategic thinking, pro-entrepreneurial organizational culture, employee empowerment, and resource management) to the dimensions of sustainable competitive advantage (quality, flexibility, innovation, and responsiveness). Data and statistics were derived from prior studies conducted on Palestinian institutions in the West Bank; the Gaza Strip was excluded due to constraints on accessing accurate data stemming from complex political conditions. The findings revealed that strategic entrepreneurship contributes significantly to enhancing the competitive advantage of Palestinian institutions, although variations were observed in the levels of implementation and realization based on sectoral differences and firm size. The study recommends fostering a culture of innovation and initiative, investing in human and knowledge capital, and developing flexible strategies aligned with the specificities of the Palestinian context.

Keywords

Strategic Entrepreneurship, Sustainable Competitive Advantage, Strategic Thinking, Employee Empowerment, Palestinian Institutions, West Bank.