

**COMPETITIVE STRATEGY, MAS INFORMATION AND ORGANIZATIONAL PERFORMANCE: EVIDENCE
FROM A DEVELOPING ECONOMY**

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ABSTRACT

This study examines the role of managerial use of MAS information in the relationship between organizations' competitive strategy and performance. In total, 108 General Managers (GMs) from medium to large manufacturing organizations participated in the study. Partial least square (PLS) method was used to analyse the data. The results reveal that competitive strategy was positively associated with the organizations' financial performance both directly and indirectly via managerial use of the MAS information. In other words, the use of the MAS information plays a significant role in facilitating the positive influence of an organization's competitive strategy on its financial performance.

Keywords: *Competitive Strategy, MAS Information, Organizational Performance*