

**Hungarian University of Agriculture and Life Sciences**

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**Business Administration and Management (BSc)**

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### **The Role of Information Technology in Increasing Business Competitiveness**

#### **Abstract:**

This thesis explores how information technology contributes to firm-level competitiveness. Building on Porter's competitive strategies, the Resource-Based View, Dynamic Capabilities, and the Strategic Alignment Model, the thesis developed a conceptual framework that link IT capability to strategic alignment, Business Intelligence (BI), dynamic capabilities, and competitiveness, while considering cybersecurity-privacy-trust as a contextual factor.

A quantitative survey was conducted with 90 valid responses from individuals with organisational experience. The reliability results confirmed solid internal consistency for all constructs. Descriptive statistics suggest that respondents viewed their organisations' IT capability, alignment, BI use, adaptability, competitiveness, and security-related practices in a moderately positive perception. The correlation analysis results supported the core hypotheses: IT capability was positively related to higher strategic alignment; alignment was related to stronger Business Intelligence capability. BI capability positively connected to dynamic capabilities, and dynamic capabilities link to competitiveness. While mediation (H5) and moderation (H6) effects could not be tested with the analytical approach applied, but the observed associations remain theoretically well-supported.

Taken together, the findings indicate that IT enhances competitiveness indirectly, but through its effect on strategic alignment, strengthening analytical capability, and adaptive

organisational routines. Key recommendations include focusing on improving system reliability and integration, formalising business-IT alignment processes, standardising how BI supports decision-making, developing stronger sensing and learning practices, and ensuring that cybersecurity and privacy practices are well-established. Key limitations include the use of cross-sectional data, using convenience sampling, and relying on correlation methods. Future research should consider applying structural equation modelling (SEM), increasing sample size and diversity, adopting longitudinal methods, and extending the model with emerging digital capabilities.