Characteristics of strategic alliances In Jordanian Financial Institutions

The main objective of this study was to investigate the characteristics of strategic alliances in Jordanian Financial Institutions.

The research instrument employed was a survey questionnaire; data were collected via mail surveys. A structured questionnaire was developed based on past studies and data for the included companies were gathered using archival sources when possible. A total of 23 characteristics of strategic alliances were asked on a five-point Likert-type scale, which ranged from strongly agree to strongly disagree.