An Organizational Change Strategy: 
From Critical Success Factors to Criteria of Performance: 
Case of Jordan

The aim of this paper is to provide a critique of the strategy of Jordanian Industries. In particular, the paper examines the basic premises, which define the Jordanian chemical company’s strategy, to better understand their implications, and how they relate to the terms of quality performance. How can industries provide goods and services that yield highly satisfied, loyal customers and challenged to create demand for their products and services through outstanding customer support?

The paper intends to identify the effect of the quality manager’s diverse expertise on the quality performance customer satisfaction. Therefore, it is proposed that the expertise and involvement of a quality manager in the quality field should improve the objective as well as the perceptive measures of quality performance.

Data were collected from 12 large Jordanian Chemical Companies using customer survey, utilizing a mail questionnaire to assess the importance of the quality manager in the successful management of quality.

The findings reveal that there are no statistically significant differences in the way that Jordanian Chemical Companies’ managers perceive to encourage their organizations to become more customer-focused, to develop a culture which encourages innovation, and to improve company performance.

Some areas of potential concern that need to be taken into account are the sample size, respondent biases, lack of a control group, and customer-employee relationships.