

Enhancing Competitive Advantage through Intellectual Capital and Organizational Ambidexterity: a Conceptual Framework

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Abstract

In today's dynamic and highly competitive business environment, industrial companies must adapt rapidly to external changes driven by technological advancements and market uncertainties. This study proposes a conceptual model exploring how intellectual capital, comprising human, structural, and relational components, influences organizational competitive advantage. Furthermore, it highlights the critical mediating role of organizational ambidexterity—balancing exploration and exploitation strategies—in enhancing this relationship. Drawing on recent literature, the model suggests that leveraging intellectual capital and fostering organizational ambidexterity enables firms to maintain innovation, sustain financial performance, and achieve long-term competitive advantage. This framework offers valuable insights for managers seeking to build adaptive, knowledge-driven, and resilient organizations in volatile market environments.

Keywords: Intellectual Capital, Organizational Ambidexterity, Competitive Advantage, Human Capital, Structural Capital, Relational Capital, Exploration, Exploitation, Innovation Management, Dynamic Capabilities