

This research document is about significance of those critical factors which are crucial for gaining the competitive advantage. The purpose of this research is to analyze the impact of workplace spirituality, intellectual capital, human resource management, work environment, organization culture, organization mission on competitive advantage of universities of twin cities of Rawalpindi and Islamabad. 400 questionnaire consists of 49 questions was distributed among the employees (academic and non-academic) of the universities. The questionnaire is based on Likert scale (five-point), items of the questionnaire were adapted from the different researchers. SPSS 16.00 was used for computation of multiple regression and correlation, results shows that the human resource management brings 0.195 variation in competitive advantage where as one unit variation in intellectual capital brings 0.212 variation in competitive advantage workplace spirituality brings 0.125 variation in competitive advantage and however organization mission contributed to only 0.12 work environment are brings 0.142 variation in competitive advantage and organization culture regression coefficient is 0.139 reflect it changes competitive advantage by 0.139. intellectual capital, human resource management, work environment, organization culture, organization mission have positive impact on competitive advantage of universities as correlation result are showing a positive relationship among the variables . Sample size and generalization is the limitation of study. This study may conduct in banking sector and telecom sector and other organization with greater sample size in order to generalize, and for future research technology and interfaith harmony role can see as moderating variables.