

() () () -

الرؤية الإستراتيجية للقيادات الجامعية ودورها في إدارة علاقات الزبون الداخلي / دراسة تطبيقية في جامعة الكوفة

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:Studying Problem

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:Studying Importance

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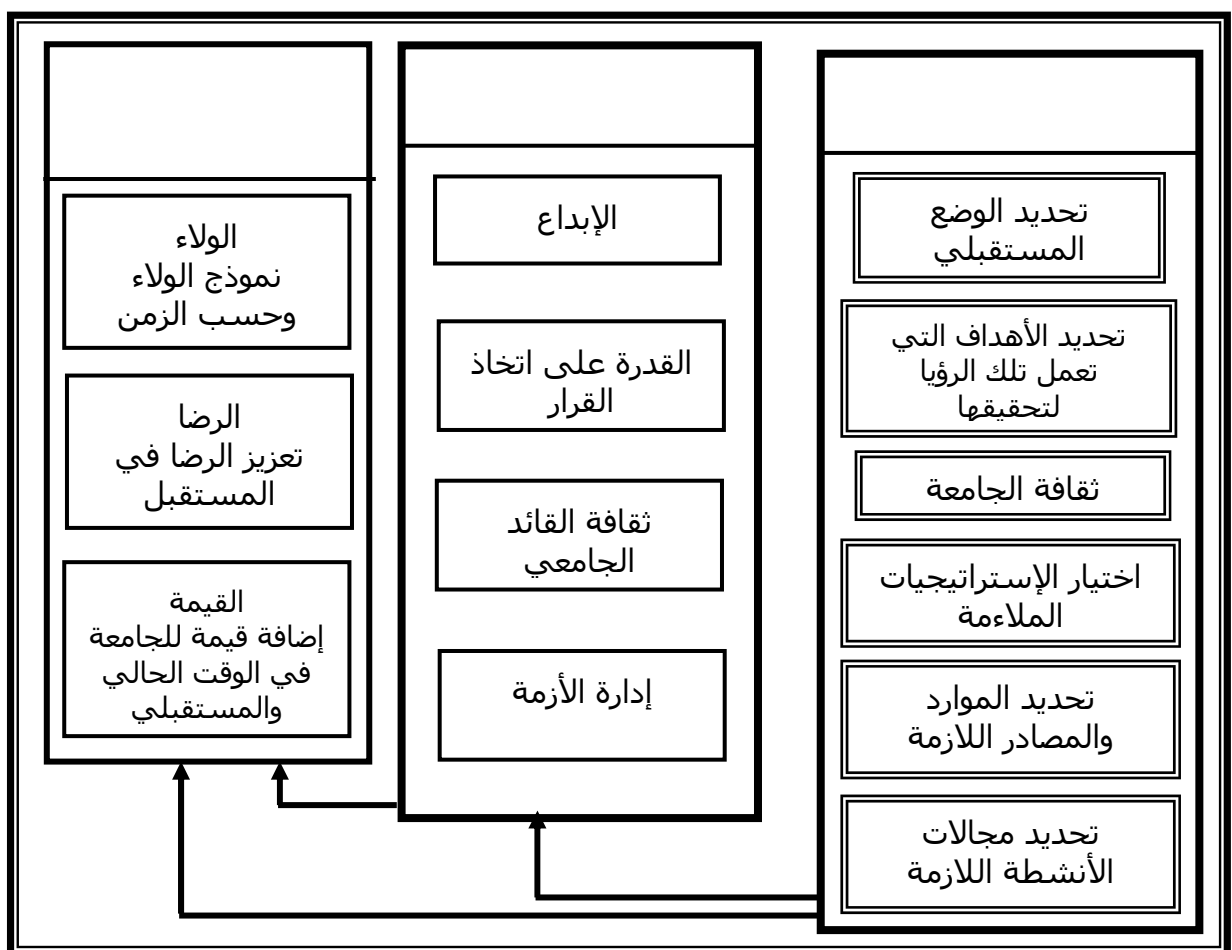
:Studying Objectives

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(66: 2004)
(Rex & Houzp,2003:23)

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(Edwin,1993:21).

(Miles & Snow,1978:124-131)

University Leadership :
concept of Leadership university :

(Shapiro,1998:24)

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: Characteristics of University Leadership
:Innovation -

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(Robbins,1998:105)

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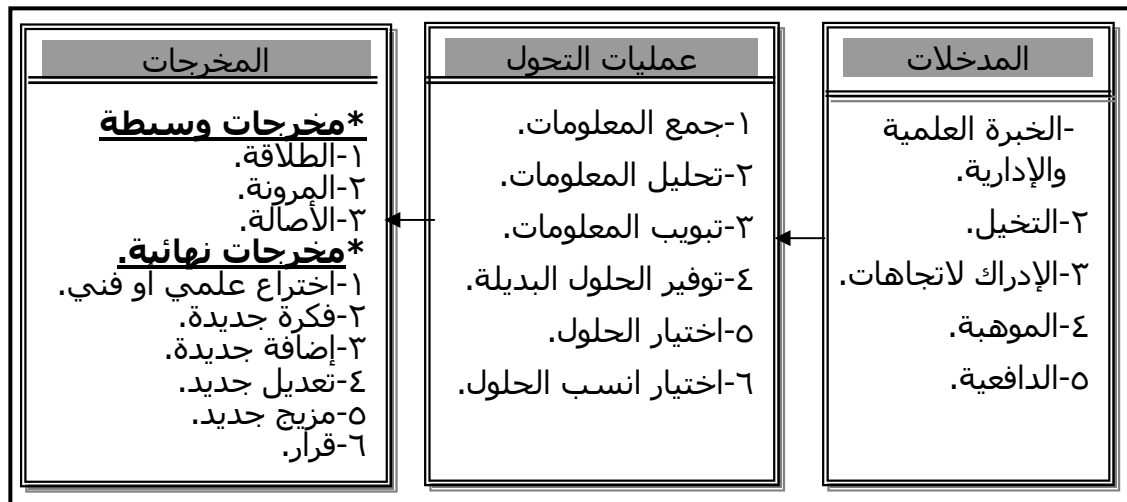
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(Robbins1998,404)



Source: Robbins, s. p. & coulter, management, 6th ed, New jersey, prentice. Hall, 1998, p404.

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Ability of Making Decision

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:culture -

Achievement

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Cultural leadership
(Trice Beyer)
create

change
(Adaptability culture)

embody

integrate

(Mission culture)

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(consistency culture)

(Narayanan,1993:449)

Envisioning -

Energizing -

.Paradigm

Enabling -

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Concept of Customer :

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Mohan&).(

.(Jeff,2001:5

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(John & Hall,1997:7) (

(Kotler,2003:40) (

.(Kotler,2001:36) .
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Customer satisfaction creation stages
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"Customer Satisfaction Matrices" (CSM)

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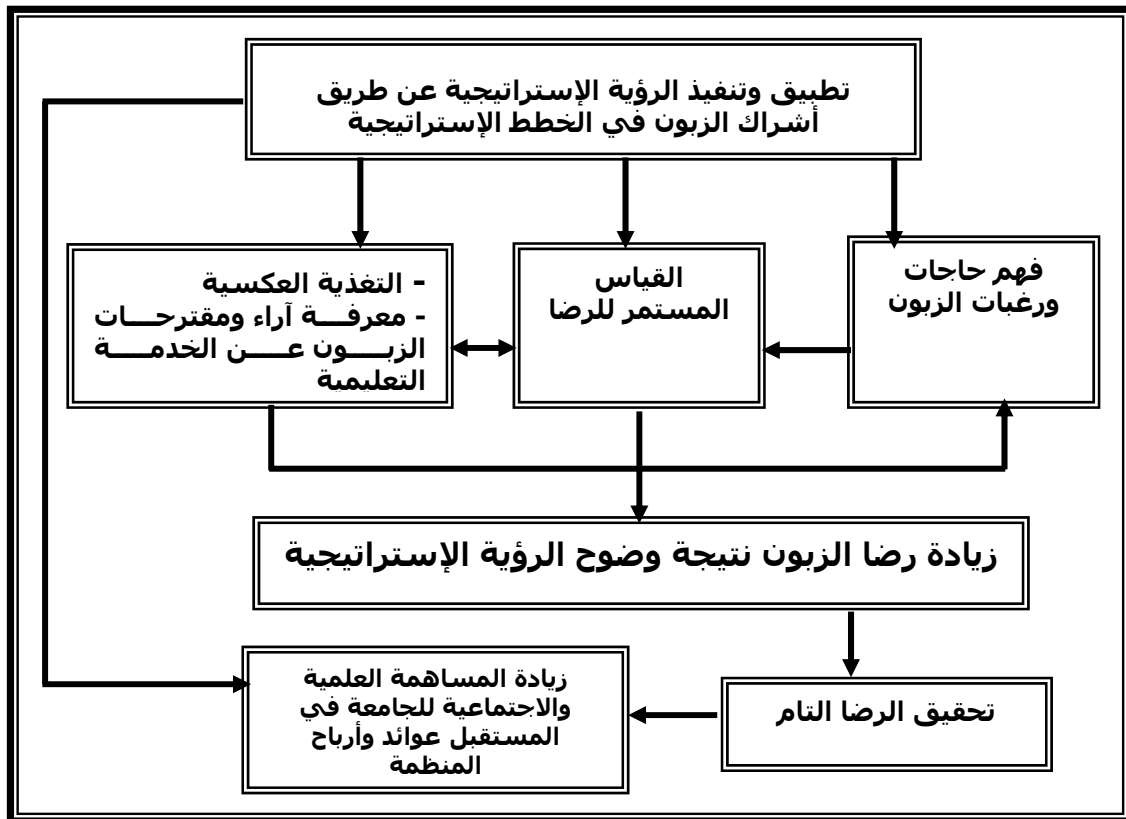
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Customer Loyalty : -

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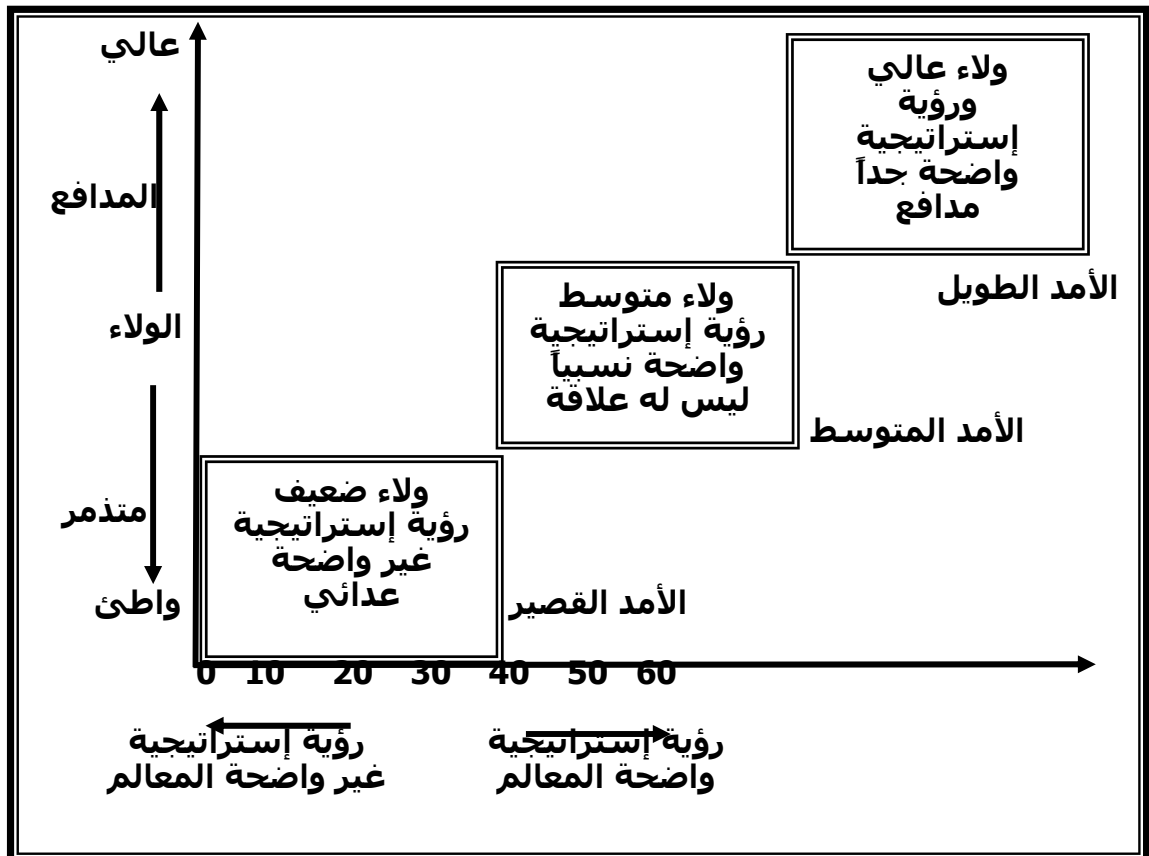
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Customer Loyalty Consistent -

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:Downgrades

(Jammerngy,1998:2)



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Customer Value

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(Kotler,1997:38).((
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(Element of Customer Value)
Kotler

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Total Customer Value

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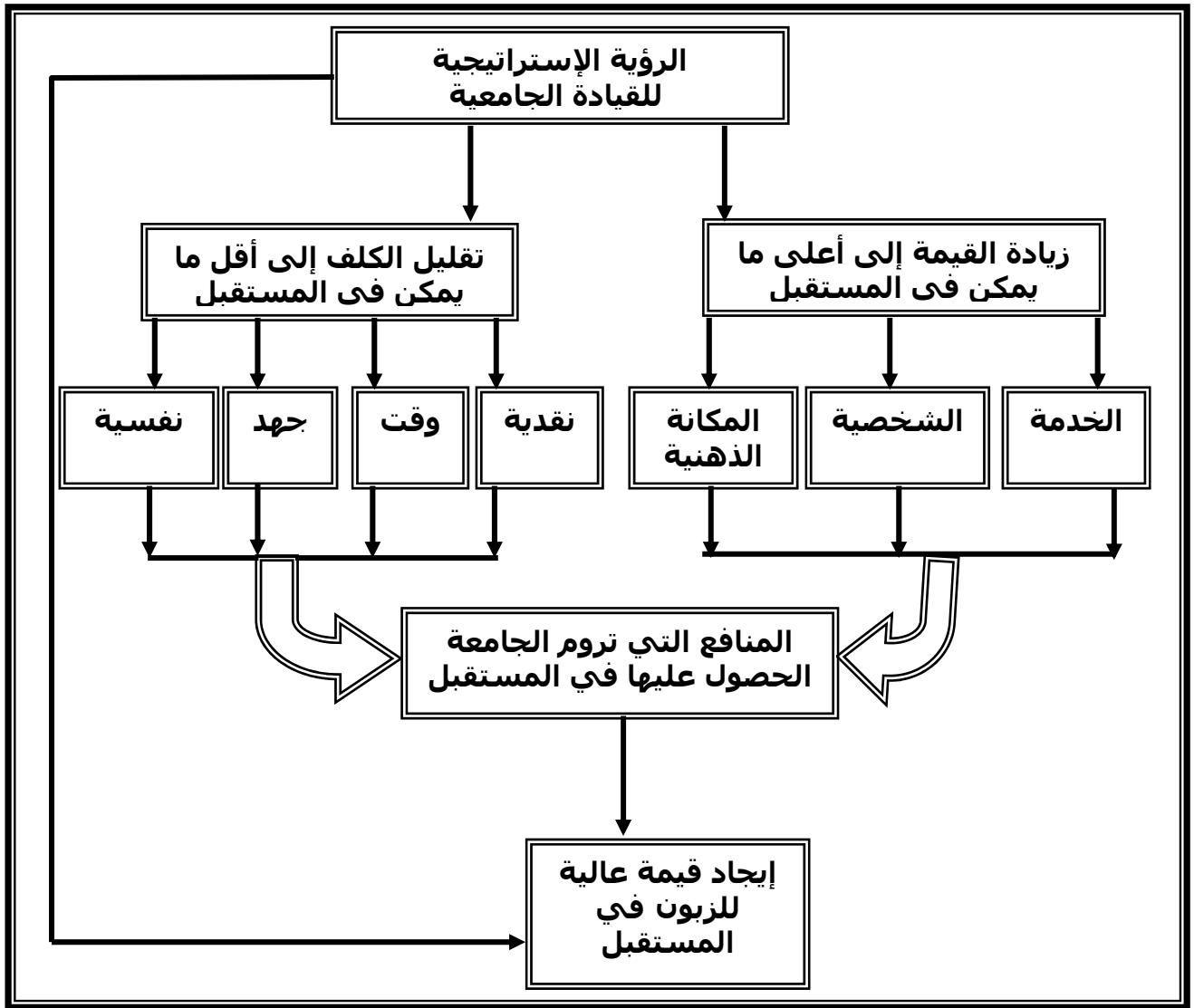
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:(Personnel Value)

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 Psychological Rewards : (Image Value)
 (Constellation)

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 : (Total Customer Cost) -
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 : (Time Cost)
 (Energy Cost)
 : (Psychic cost)

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0.45	0.60	0.50	0.65		
0.50	0.70	0.60	0.58		
0.55	0.75	0.75	0.50		
0.60	0.55	0.45	0.45		
0.50	0.60	0.40	0.55		

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0.70	0.65	0.70		
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