

دور الإدارة العليا في التحسين المستمر للجودة

دراسة ميدانية في الشركة العامة لصناعة الأسمدة (بصرة)

The role of high management to improve quality continually

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المستخلص

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Abstract

The research aims to describe the role and selection of senior management in the process of continuous improvement. The research has been carried out in the stat company for producing the fertilizer (Basra), relying on the hypothesis said (That there are relationship & Moral influence for the senior management in improving continuous process of improvement of quality).

A Questionnaire is developed for the purpose of data collection, included four variables which is interpreted by about 16 paragraphs, and distributed to the sample of the intentional (40) single.

The most important result of the research is the emergence of a clear role to the activities of the operations in the process of continuous improvement of quality, but the effectiveness of that role need to describe more clearly for



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the way of lead the senior management towards the continuous improvement of quality.

المقدمة

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(Ansoff, 1968) (Macmillan , 1978)*.(

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(Pearce & Robison, 1991)*

(Ward & Willis, 1990)* (Dunce ,1970)*.(

(Deming)

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%80)

(Juran,)

ISO9001 : 2000

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Ponnu ., Cyril .,The Role of top management in implementing strategies successfully .,Kula Lampur, 1994.*



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منهجية البحث وطريقة الدراسة

1- أهمية البحث ومشكلته وأهدافه

1-1 أهمية البحث

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2-1 مشكلة البحث

(Cross Functional)

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(ISO9001:2000)

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3-1 أهداف البحث

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2- الفرضيات

الفرضية الرئيسية الأولى (فرضية العلاقة)

H_0

H_A



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الفرضية الرئيسية الثانية (فرضية الاثر)

H_0

H_A

3- طريقة الدراسة

. ISO 9001 : 2000

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اختبار الصدق والثبات

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0.92 = = *

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المدخل النظري (عرض وتحليل دور الإدارة العليا في التحسين المستمر للجودة)

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3- دور الإدارة العليا في التحسين المستمر للجودة

(Juran) (Deming)

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(17)

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⁽¹⁹⁾(

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⁽²¹⁾ (ISO 9001 : 2000)

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(22) (Juran, 1989)

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(Steering Committee) ()

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٣- الجانب الميداني



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أولاً: وصف المتغيرات

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جدول (١) نتائج الوسط الحسابي والانحراف المعياري واختبار (t) للاستبانة

المتغيرات الفرعية	T _n	Mean	Std deviation	P	المتغيرات الرئيسية	Mean	Std deviation	T	P
VAR00001	31.85	4.0000	.7845	0.00	21	3.84	0.77	31.1	0.00
VAR00002	23.2	3.8750	1.0424	0.00					
VAR00003	31.34	4.1250	.8224	0.00					
VAR00004	17.39	3.3750	1.2192	0.00					
VAR00005	39.36	4.2750	.6789	0.00	22	3.71	0.69	33.3	0.00
VAR00006	18.84	3.3000	1.0908	0.00					
VAR00007	18.07	3.4000	1.1723	0.00					
VAR00008	24.80	3.9000	.9819	0.00					
VAR00009	22.18	3.6500	1.0266	0.00	23	3.87	0.82	29.4	0.00
VAR00010	33.98	4.3000	.7910	0.00					
VAR00011	18.02	3.6250	1.2545	0.00					
VAR00012	29.18	3.9000	1.0077	0.00					
VAR00013	19.17	3.4000	1.1048	0.00	24	3.58	0.86	25.9	0.00
VAR00014	25.25	3.7500	.9268	0.00					
VAR00015	20.40	3.5500	1.0849	0.00					
VAR00016	22.50	3.6250	1.0048	0.00					
VAR00017	21.44	3.6250	1.0546	0.00	25	3.91	0.57	43.3	0.00
VAR00018	31.41	4.0250	.8002	0.00					
VAR00019	26.21	4.0750	.9711	0.00					
VAR00020	26.45	3.9500	.9323	0.00					

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p < 0.05, 0.01

(t)

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t) (P) (4.08) (39) (t) .1

(P < 0.05 0.01)

(4.3 ← 3.3) () .2

(3.87 ← 3.58) () .3

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(4.7 ← 3.62)

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(v19,v17) -2

0.005 (p, f)

(p=0.00 < 0.005),(4.51) (p=0.001<) , (6.13)

v18) -1

(p, f) (v2o

(P = 0.73 > 0.05),(0.05) , (p=0.11 < 0.05),(2.03)

() -2

(p, f) ()

(p= 0.003 < (0.05) , (4.84)

() (R²) -3

(% 34, % 41),(v10) (v17

(% 41) ()

() (34%) ()

() (R2) -4

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رابعاً : الاستنتاجات

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خامسا : التوصيات

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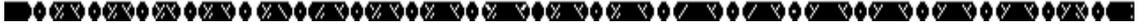
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