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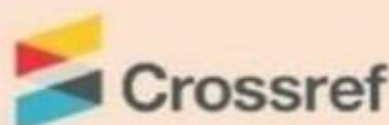
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Organizational Reflection and Its Impact on Strategic Performance: An Analytical Research in the General Company for Electrical and Electronic Industries

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Abstract:

Technology companies try to ensure that their products stay in the market longer by understanding the needs of their customers. This Research examined organizational psychology and organizational performance variables, focusing on dimensions of organizational psychology (organizational knowledge, organizational analysis, creative thinking, and organizational improvement) and dimensions of organizational performance (business performance, competitiveness). internal employment, and economic growth). A large contractor from the power and electricity sectors was selected as a case Research. The research problem focused on the outcomes of organizational psychology that contribute significantly to enhancing strategic performance, understanding employee perceptions of these two dimensions, and examining the relationships between the variables. The results concluded that the company places great emphasis on organizational awareness as an important factor in improving its products and that there is a significant relationship between organizational mindset and strategy.

Keywords: Organizational reflection, organizational awareness, organizational analysis, strategic performance, General Company for Electrical and Electronic Industries.

1.problem of the Study:

The research problem is formulated with the following main question: What is the effect of the organizational design components on the strategic variables? This leads to the following sub-questions it comes:

- 1 .What are the organizational theories used in the analyzed company?
- 2 .What is the strategic position of the researched company?
- 3 .How does organizational image influence the strategic business change in the analyzed firm?
4. Is there a clear and concrete knowledge of organizational theory and strategy among the employees of the analyzed company?

2. Significance of the Study:

The research is important from the following points:

1. To identify the impact of organizational perspective on organizational performance, which is important for developing new strategies for the products of the researched firms.
2. Organizational perspective is considered as one of the modern perspectives that enhance the marketing activities of the analyzed firm, it is a powerful way to face competing firms and establish its presence in the market.
3. As far as the researcher is aware, the Research of organizational theory is one of the few that has been applied exclusively in the Iraqi context using locally produced measures.
4. Organizational theory is a third model that is closely related to the concepts and theories of strategic management and organizational change.

3. Aims of the Study:

The cutting-edge studies seeks to acquire the subsequent targets:

1. To check the capability of the studies dimensions and their effect on every other inside the researched organization.
2. To build a theoretical framework that highlights the importance of organizational reflection and strategic performance as key variables in the management of production companies in widespread and the researched organization especially.
3. To diagnose the potential and impact of organizational mirrored image on strategic overall performance, in a manner that achieves a aggressive gain for the researched agency.
4. To pick out the extent of the relationship between organizational mirrored image and strategic performance.

4. Research Boundaries:

Diagnosing the look at is one of the key steps in medical research, which establishes its directions and goals inside a clean framework and through the following signs:

1. Spatial Boundaries: The spatial obstacles of the observe have been centered on the General Company for Electrical and Electronic Industries within the town of Baghdad, especially the (LED mild bulb factory) within the geographical limits of Baghdad.
2. Human Boundaries: The human obstacles protected managers, branch heads, and personnel of the researched company, who have been involved in collecting the data for the examine.
3. Time Boundaries: The time limitations of the Research had been restricted to the information from the researched agency for the duration from (July 1, 2024) to (September 1, 2024).

5. Previous study:

1. The study of Lomas et al. (2018): "A systematic review of the impact of mindfulness on the well-being of healthcare professionals." This published Research systematically examined the impact of psychological processes on employee psychological well-being. It used a descriptive-analytical approach and showed that, in addition to increasing productivity through interpersonal relationships in the workplace, focus contributes directly to the effectiveness of the workplace and develop strategies to overcome challenges related to on the job.
2. The study of Bartlett et al. (2019): "A systematic review and meta-analysis of randomized controlled trials of mindfulness training in the workplace." This published research quantitatively

examined the effect of psychological processes on organizational outcomes such as performance, job satisfaction, etc. A descriptive-analytic approach was used to examine the statistical relationships among variables in the organization under investigation. The results indicated a significant relationship and influence between brainstorming and effective production strategies, suggesting that these strategies are enhanced by increasing organizational focus on brainstorming on.

3. The study by Laure et al. (2022): "Leadership Structures and Performance Intentions of Managers and Citizens: An Exploration of Multimodal Mediation." This Research examines the relationship between strategic planning and the performance of public services as perceived by managers and citizens. It attempts to fill the gap in the current literature by examining the mediators affecting this relationship. The researchers used multisource survey data collected from 101 Flemish municipalities, and partial least squares structural equation modeling (PLS-SEM) was used to analyze the data. The results showed that the strategic planning was performance perceptions of managers are related to the public indirectly and positively through the effects of external relations. The Research concluded by highlighting the importance of examining other mediators of this relationship and highlighted the potential of using PLS-SEM in public administration research for an in-depth analysis of such relationships greater emphasis.

4. study by Doornich & Lynch (2024): "The Thought Leader: A Psychological Analysis of Leadership Qualities." This empirical research provided a conceptual framework for the impact of mindfulness on organizational leadership and outcomes. And it aimed to improve productivity and overcome workplace challenges by increasing productivity and applying insights from behavioral science and human relations. The Research used a questionnaire and a multiple linear regression model to test its hypotheses in a sample of 414 people. The results revealed a direct effect of organizational ideology on performance.

5. The study of Aljuhmani et al. (2024): "Strategic Funds and Organizational Performance: Is Strategic Performance Measurement Structure and the Missing Link?" This Research examines the relationship between strategic types (explorer, defender, and reactor) and organizational performance in the public sector, focusing on the mediating role of Strategic Performance Measurement Systems (SPMS) in this relationship (TRNC) was based on cases were collected from 224 managers in public organizations, and data were analyzed using structural equation modeling (SEM). The results showed that the "prospector" system is positively related to organizational performance using SPMS, while the "reactor" strategy is negatively related to organizational performance through this strategy. The existing defender" strategy has shown mixed results on SPMS implementation and its impact on organizational performance. Research highlighted the importance of using SPMS as a mediator to increase efficiency and effectiveness in the relationship between processes and organizational performance, especially in the challenging economic environment left by the COVID-19 pandemic. The Research also sought for future researchers to integrate additional variables such as procedural independence or pilot methods to expand research in this area.

6. Research Population and Sample:

General Company for Electrical and Electronic Industries / Al-Waziriyah was chosen as the site for the present Research, as it is considered one of the most important companies in the electrical and electronics industry, and its products are clearly important in terms of employment in. A random

selection was made from the stated population, which consisted of most of the employees of the company in different occupational and educational levels, a total of (104) persons.

7.Data Analysis Techniques:

After collecting data from the Research population, several statistical tools were used, and the validity of the formulated hypotheses was tested using the SPSS program, as follows.

1. Arithmetic Mean: Used to show the average of the answer.
2. Standard Deviation: Used to measure the dispersion of responses from their estimates.
3. Coefficient of variation: Used to determine the consistency of responses among individual surveys to Research variables.
4. Simple Linear Correlation Coefficient: It is used to determine the significance of correlation between Research variables.
5. Simple Linear Regression Coefficient: Used to determine the significance of the effect of the (independent) variable on the (dependent) variable.

8.The Research's Hypothetical Framework:

The systematic method to addressing the studies trouble, in light of its theoretical framework and practical implications, necessitates the construction of a hypothetical framework that indicates the logical relationships among the look at variables, aiming to reach preliminary answers to the research trouble. The framework consists of the subsequent variables:

- ✓ Independent Variable: The unbiased variable of the observe is organizational mindfulness, with its sub-dimensions being organizational attention, organizational evaluation, innovative questioning, and organizational improvement. The identity of these dimensions turned into based totally on the Research by (Ismail, 2020).
- ✓ Dependent Variable: The dependent variable of the have a look at is strategic overall performance, with its dimensions being operational overall performance, competitive overall performance, and monetary overall performance. These dimensions were decided primarily based on the examine by way of (Kama, 2016).

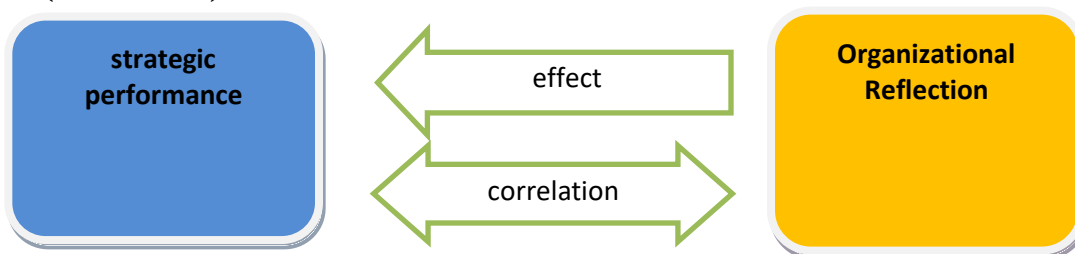


Figure (1) Hypothetical diagram

9.Research hypotheses:

The following hypotheses are adopted to address the problems addressed by the Research.

- ✓ First Main Hypothesis: There is an interaction between the variable Organizational Attitudes and the variable Strategic Performance.
- ✓ Second Key Concept: Strategic Practice In Influencing Organizational Attitudes.

10.Data Collection Methods:

Several methods and tools were used to obtain data and information needed to complete the Research, both theoretically and empirically, to achieve the desired results of the Research, as follows.

1. Theoretical Aspects: The researcher relied on available Arabic and foreign sources to cover the theoretical aspect.
2. Empirical aspect: On the empirical side, there were many field visits to General Company of Electrical and Electronic Industry headquarters in Baghdad, especially LED bulb factory Meetings with company executives in order to know their knowledge of of Research variables The questionnaire was also used as the main method of data collection. A five-point Likert scale was used for all measures, ranging from (1) strongly disagree to (5) strongly agree, hypothetically indicated by (3).

11.Introduction:

Organizational theory is considered one of the modern management disciplines that some organizations began to adopt in the last decade of the twentieth century. It began to acquire a prominent place as an important conceptual development in the world of industry and industry, as one of the essential elements for systems intended for efficient and effective implementation. through competitive performance, financial performance) and strategy

Organizational thinking is viewed as an important perspective on how organizations think about their actions and strategies. It provides an opportunity to evaluate the organization's current performance, understand the challenges it faces, and explore opportunities for improvement and improvement Through mindfulness, organizations are able to analyze information and data in depth, contributing to decision-making knowledgeable strategic.

Organizational mindset is a psychological process aimed at increasing self-awareness within an organization. This process requires groups and individuals to come together and think critically about their actions, goals, and outcomes. The relationship between organizational theory and strategy manifests itself in improved decision making. Managers and leaders can make decisions based on a deeper understanding of data and information, contribute to improved productivity and foster creativity and develop innovative solutions to challenges related to (organizational skills, organizations internal research, creative thinking, organizational development) and strategic performance through its theory). Organizational reflection is seemed as a essential idea that deals with how businesses reflect on consideration on their practices and orientations. It allows organizations the opportunity to evaluate their modern performance, apprehend the demanding situations they face, and discover to be had opportunities for increase and improvement. Through reflection, institutions can examine facts and data greater deeply, contributing to knowledgeable strategic choice-making. Strategic performance can be custom designed based at the time spent thinking about the emblem, its form, length, type, and all data and information inside the marketplace. This statistics can be analyzed to attain a choice to release a product within the marketplace, where clients may additionally show interest in purchasing it for a time period, however may additionally later refrain from buying it, leading to its exit from the market. Strategic overall performance is one of the most crucial tools for entrepreneurs and product planners within the

marketplace. It can help managers to: perceive the status of the product in every of its dimensions, recognize the performance the product has reached and its requirements, and determine the know-how limits required for the scale of strategic performance if you want to be successfully recovered within the marketplace.

12.The Concept of Organizational Mindfulness:

Organizational mindfulness is the practice of focusing interest and cognizance on both inner and outside stories of people within an prepared context. It ambitions to help people higher recognize themselves and the sector round them, expand new capabilities, and improve their fitness and properly-being (Shipman et al., 2023). Organizational mindfulness is an rising field of studies with full-size capability to effect individuals and companies. By better information how mindfulness works, researchers can expand applications and interventions that help people acquire their goals and enhance their fitness and properly-being (Le Goff-Pronost, 2023). It is a powerful tool that may be used to beautify organizational overall performance. Through the exercise of organizational mindfulness, people inside businesses can benefit a higher knowledge of ways organizations function, pick out strengths and weaknesses, and expand improvement answers. It is one of the modern-day traits in commercial enterprise management, aiming to help people, groups, and companies acquire their desires by way of focusing on self-cognizance, vital questioning, and non-stop development (Fatihudin, 2018). Organizational mindfulness is the process of reviewing and self-assessing organizational practices and approaches by amassing and reading data with the goal of improving organizational overall performance. It emphasizes that organizational mindfulness involves a self-evaluate manner of the organization through the gathering and evaluation of facts to enhance overall performance (Rosenbaum et al., 2019). Organizational thinking is viewed as the process of critical and systematic thinking about organizational practices and strategies. It involves deep reflection and reflection on organizational assumptions, beliefs and practices with the aim of uncovering patterns, relationships and opportunities for growth and development (Robinson, 2020). It is also defined as the process of creative analytical thinking about organizational structures and processes, with the aim of gaining a better understanding of how organizations work, identifying strengths and weaknesses, and developing innovative solutions improvements have been made (Sayed Ali et al., 2020). Furthermore, other definitions suggest that it is a creative thinking process in organizational processes and strategies aimed at developing innovative solutions to organizational problems (Dhawan et al., 2020). Moreover, some studies have focused on various practices related to organizational intentions and their impact on a series of innovations, such as organizational performance, job satisfaction, and innovation (Syed Ali et al., 2022). Organizational thinking is a powerful tool through which organizational performance is improved, and it enables individuals to better understand organizational structures and identify strengths and weaknesses (Darabala & Mohamed, 2021). Finally, organizational psychology is defined as a systematic and purposeful process of reflection on organizational policies and procedures, aimed at improving organizational performance through increased organizational awareness, analysis on skills development and innovation (Syed Ali et al., 2022).

13. Organizational Theory Perspective:

1. Organizational Insight: This aspect refers to "understanding and understanding the behaviors and behaviors of the organization, identifying strengths, weaknesses, opportunities and threats" by Peter Drucker in his book *The Effective Executive* describe what individuals know about that of the organization's culture, goals, . It also affects their understanding of business processes, which enhances their ability to make effective decisions (Said Ali et al., 2022). Chris Argiris redefines organizational literacy as an individual's understanding of their behaviors and roles in the workplace and how this affects organizational performance, enabling them to identify factors affecting performance and understanding organizational culture to improve performance and adapt in transition (Grewatsch et al., 2023).

2. Organizational Analysis: This aspect includes the ability to objectively collect and analyze data and understand the relationships and relationships among various elements of the organization. This involves evaluating and dissecting cultural patterns and processes within an organization to understand how they affect performance and innovation. Edgar Schein defined organizational research as the Research of cultural factors within an organization, including values, beliefs, and behavioral patterns, in order to understand how they affect job performance and communication in the workplace (Schein, E. H., 2010).

3. Organizational Thinking: This dimension refers back to the capability to interact in vital wondering, open inquiry, ask proper questions, and assignment established assumptions. According to Gary Hamel, it's far a procedure of reading and decoding records and statistics in a manner that complements the organization's capacity to adapt and innovate, in the long run main to improved competitive performance (Peter, 2016). Organizational thinking is likewise described because the ability to view the employer as a complicated device, in which the relationships and interactions among various parts are analyzed to attain goals (Peters, 2016).

4. Organizational Improvement: This measurement signifies a dedication to non-stop mastering at each the man or woman and organizational stages, making use of training discovered and enhancing practices. Improvement represents the future of the corporation; without it, the organization can't reach that future, regardless of its competence and revel in, as improvement is one of the key techniques capable of linking the employer to its surroundings (Al-Masoud, 2017). Furthermore, organizational improvement is described as the manner of redesigning methods and structures in the company to increase performance and effectiveness, involving using technology and facts to decorate overall performance and deliver value (David, 2019).

14. Concept of strategic management:

The concept of strategic management focuses on high non-economic aspects of the organization especially human resources because they are direct users of most other resources within the organization. Regarding the strategic level, it refers to the organization's ability to achieve long-term goals such as survival, growth, transformation, prosperity, etc. It is more than just a measure of financial performance; Instead, it incorporates a comprehensive approach that includes all non-financial performance indicators (Susanto et al., 2023). Strategic entrepreneurship represents the translation of strategic plans into results and helps managers respond quickly and effectively to unexpected changes. In addition, it involves understanding how the organization works as a whole

over a long period of time. Strategic implementation refers to a combination of policy and operational strategies aimed at creating an organizational structure based on processes and practices, and developing and distributing resources that are consistent with organizational strategy and strategy. As pointed out in the book "Strategic Management: Concepts and Cases" this emphasizes that strategic performance focuses on measuring and evaluating the long-term results of the organization rather than focusing on short-term results (Amadi et al., 2023). Strategic implementation is an evolving model of organizational performance that reflects an organization's ability to implement its strategies with high efficiency and effectiveness. Identifying these growth opportunities ensures that the organization survives, grows, and adapts to environmental changes, moves the organization closer to long-term goals through the adoption of strategic plans, effectively indicating that performance in achieving organizational objectives is ongoing, and involves all levels of management in the measurement and evaluation process (Kabeyi, M., 2019).

Strategic performance is the ability of an organization to achieve its strategic objectives and enhance its competitive position in the long run (Alobaidi & Kitapci, 2019). It also refers to the ultimate outcome of an organization's activities or the desired outcome that the organization seeks to achieve and works to achieve. Strategic implementation is viewed as a broad measure of the extent to which an organization succeeds in achieving its core performance objectives, translated into tangible results in terms of financial, operational, and competitive performance (David, 2019). In addition, strategic performance is taken into consideration a degree of the business enterprise's potential to gain its bold lengthy-term targets and hold its competitive gain (Thompson et al., 2020). Measuring strategic overall performance helps organizations examine the extent to which they are accomplishing their lengthy-term strategic and making plans goals. The process of attaining strategic objectives starts off evolved with figuring out the agency's primary lengthy-time period desires, which encompass financial, aggressive, operational, organizational, technological, and environmental aspects (AL-Fatlawey et al., 2021). It additionally enables ensure alignment and coherence between the followed strategy and operational tactics and execution strategies. The company ought to design its operational methods in keeping with its method, which includes re-engineering procedures and growing the organizational shape, systems, and strategies (Casey et al., 2018).

15.Dimensions of strategic execution:

1. Organizational performance measures the overall success of an organization in achieving its strategic objectives. It is usually evaluated through financial and non-financial indicators, such as profitability, market share, customer satisfaction etc. Many factors affect organizational performance, such as leadership and management, organizational structure, organizational culture, personnel, HR , technology and innovation, strategic plan It refers to the level of organizational performance and the ability of the organization to successfully achieve its objectives (Kaplan & Norton, 2004).
2. Job Performance refers to the extent to which an employee performs the duties and responsibilities of his or her job and achieves the required goals. Many factors affect employee productivity, including skills and competencies, motivation and incentives, working conditions, leadership and supervision, training and development, motivation and compensation, and job satisfaction (Alexandrescu et al.,2018).

3. Behavioral Role refers to the attitudes and actions displayed by an employee while performing his or her job duties. In addition to technical performance, it is considered an important component of professional performance evaluation. The key components of behavioral entrepreneurship are interpersonal skills, leadership behavior, attitudes and values, and entrepreneurship (Kaplan, 2004).

4. Personal Directional Performance refers to an employee's ability to plan, think, and work effectively to achieve their personal and professional goals over the long term. Personal planning activities include the following: professional development, sense of responsibility and self-accountability (Givens, 2012).

16. Reliability Test:

The researchers conducted a reliability test (Cronbach's alpha) to determine the extent to which the main instrument of the present Research (questionnaire) could repeatedly obtain the same results under similar circumstances. Consequently, reliability coefficients were calculated using SPSS statistical software for each of the main variables in the present Research, as well as for each of the subscales. Based on the data presented in Table (1), it is clear that all the main variables and their subscales exceeded acceptable limits, with values ranging from (84%) to (87%) Overall in 2010, the questionnaire achieved a very good reliability level of (90%), which makes it suitable for use according to its acceptable standards It occurred.

Table (1) Reliability coefficients for the main Research variables and their subscales.

variables	items	Cronbach's alpha
Organizational Reflection	Q1 – Q16	1.847
Strategic Performance	Q17 – Q28	0.876
Scale	Q1 – Q28	0.904

Source: (SPSS) Developed by a researcher based on the outcome of the project.

Here's the instructional translation of the furnished textual content at the same time as retaining the original resources zero.904

Source: Prepared by means of the researcher based totally at the outputs of the (SPSS) program.

17. Descriptive Analysis of the Dimensions of Organizational Reflection:

The dimensions of the independent variable, organizational reflection, which consists of four dimensions: (organizational recognition, organizational evaluation, innovative questioning, and organizational development), can be analyzed. The consequences of this analysis are provided within the following Table (2).

Table (2) Statistical indicators for the dimensions of the organizational reflection variable				
S	variables	Mean	Standard deviation	coefficient of variation
1	organizational recognition	4.13	0.77	18.79
2	organizational evaluation	4.13	0.76	22.11
3	innovative questioning	4.08	0.72	17.39
4	organizational development	4.15	0.76	18.36
	Organizational Reflection	4.25	0.80	18.80

Source: (SPSS) Developed by a researcher based on the outcome of the project.

Regarding organizational knowledge, it was 4.13, indicating good quality in this dimension among the participants, with a standard deviation of 0.77, indicating a slightly dispersed view, and the coefficient of variation of 18.79%, indicating the same consensus

In Organizational Analysis, it received a similar average of 4.13, indicating a high rating. Meanwhile, the standard deviation was 0.76, indicating that the difference in opinion on this aspect was slightly less than organizational knowledge. The coefficient of variation reached 22.11%, indicating a considerable spread of consensus.

For creativity, the mean was 4.08, indicating that participants rated this dimension positively, albeit lower than the other dimensions. The standard deviation was 0.72, indicating a low prevalence among the participants, and the coefficient of variation was 17.39%, indicating that the perception of creative thinking was the most uniform

As for organizational development, it done the highest mean the various dimensions, attaining four.15, indicating massive importance for this size a number of the participants. The standard deviation become 0.76, reflecting slight dispersion in reviews, and the coefficient of version turned into 18.36%, indicating slight variability in reviews.

Finally, regarding the variable of organizational reflection as an entire, the mean become four.25, which is higher than all man or woman dimensions, indicating a totally high evaluation of this variable. With a wellknown deviation of zero.Eighty, there has been incredibly greater dispersion in comparison to the individual dimensions, while the coefficient of variant was 18.Eighty%, reflecting mild variability and proper homogeneity in opinions.

18.Descriptive Analysis of the Dimensions of the strategic performance Variable:

The dimensions of the independent variable of strategic performance are analyzed, such as 3 dimensions: operational performance, aggressive performance, and monetary performance. The effects of the evaluation are supplied inside the following Table (three).

Table (3) Statistical indicators for the dimensions of the strategic performance variable				
S	variables	Mean	Standard deviation	coefficient of variation
1	operational performance	4.17	0.70	16.90
2	aggressive performance	4.16	0.79	19.15
3	monetary performance	4.15	0.74	17.75
	strategic performance	4.12	0.72	17.81

Source: (SPSS) Developed by the researcher based on the results of the intervention.

Regarding operational performance, the average was 4.17, indicating that the participants rated this dimension positively and highly. The standard deviation was 0.70, indicating moderate dispersion among opinions. The coefficient of variation was 16.90%, which was the lowest in the sample, indicating a high level of similarity between the concepts.

Regarding competitive performance, it obtained 4.16, indicating that the participants rated this aspect positively, and it was very close to the value of business performance. However, the standard deviation was 0.79, indicating significant differences in perspectives compared to operational performance. The coefficient of variation is 19.15%, indicating that the perception of this aspect has spread significantly.

The mean of economic development was 4.15, indicating that the participants evaluated this dimension highly, although it was slightly lower than the other dimensions with a standard deviation of 0.74, indicating consensus scattered a little. The level of difference is 17.75%, indicating a moderate difference in the perception of economic growth.

Finally, the mean for the total occupational performance variable was 4.12, which was lower than all the individual scales; Still, it shows good research. The standard deviation was 0.72, indicating a small dispersion of opinions. The coefficient of variation is 17.81%, indicating moderate variance and overall good agreement between the conferences' perceptions of strategic performance

19. Testing research hypotheses:

This phase attempts to verify the hypotheses presented in the research design by Researching the relationships and effects among the variables and assessing the extent to which the proposed hypothesis is accepted or rejected.

Testing the first main hypothesis: There is a correlation between organizational psychological change and strategic change.

Table (4): Analysis of the relationship between organizational ideology and strategy

Organizational Reflection strategic performance	correlation	T		Sig.
		calculation	tabular	
	0,515	5.363	1.667	0.000

$P < 0.05$, $N = 104$, $do = (4.99)$

Source: Developed by the researcher based on the results of SPSS software.

From the results in Table (4), it is clear that there is an overall significant relationship between organizational psychological change and strategic change. The correlation coefficient had a significance level of (0.515) with a sample size of (104). According to the statistical results, the calculated value of (T) (4.99), which is higher than the calculated value of (1.667) indicates a strong positive relationship between organizational intentions and between methodology.

Testing the second key hypothesis: Organizational ideology has an impact on strategy.

Table (5): Results of the impact of organizational psychological dimensions on overall strategic performance

Organizational Reflection strategic performance	B	B1	T		R^2	F		Sig.
			calcul ation	tabula r		calculat ion	tabula r	
	1.939	0.525	6.015	1.667	0.266	36.185	4.99	0.000

$P < 0.05$, $N = 102$, $do = (4.99)$

Source: Developed by the researcher based on the results of SPSS software.

The data presented in Table (5) show the significant impact of organizational perspective on overall strategic performance. This is confirmed by the calculated value of (F), which reached (36.185), exceeded the recorded value of (4.99) at significance level of (0.05) with degrees of freedom of (4.99) If we consider levels and strengths aside from the of impact of organizational mindset on overall level strategic performance , represents the coefficient of determination (R^2)

(26.6%), which reflects the impact of overall organizational mindset get at the overall level The remaining effects are due to random variables after the regression model.

Moreover, the results of (T) can be clarified through the formula (beta). The calculated value of (T) is (6.015), which is higher than its predicted value (1.667), indicating a significant positive influence in organizational psychological flexibility and strategy between the changes so that the second main idea can be adopted.

20.Conclusions:

- ✓ The results of the statistical evaluation indicated a extraordinary version in the responses of the surveyed people concerning each dimension of organizational mindfulness and strategic overall performance. The variant turned into specially huge inside the measurement of organizational awareness, in which there has been a excessive degree of settlement. Conversely, in phrases of strategic performance, the operational performance measurement recorded the very best stage of settlement.
- ✓ There is large hobby from the surveyed company in ensuring that its personnel actively participate in expertise organizational techniques. This involves obtaining enough records from clients to decorate the products presented, as reflected inside the descriptive and diagnostic effects.
- ✓ Regarding the optimization evaluation, the corporation can become aware of strategic goals that align with the outside surroundings. However, it turned into discovered that individuals' capacity to continuously examine organizational structures and strategies demonstrated a susceptible degree of interest from the surveyed company. This is once in a while attributed to adjustments in patron conduct.
- ✓ The company surveyed is very interested in building long-term relationships with their customers, which is one of the important strategic emphasis for the organizational concept strategy.
- ✓ Individuals interviewed demonstrated a high degree of awareness of strategic variables. The company prioritizes improving its business performance, especially when has been introduced to the market, underscoring its commitment to differentiate its products in the industry for the first time.
- ✓ Significant effects of organizational ideology on both general and specific strategic performance have been found. A strong inter-influence relationship was found between organizational knowledge and business performance, and finance in the business aspect followed.

21.Recommendations:

- ✓ The analyzed company can offer a competitive advantage in the marketplace by developing a strategic priority in selecting effective systems that create a unique state of mind.
- ✓ Constantly strives to collect feedback from its customers to deliver a better product to the company. This requires continuous monitoring of changes in internal and external environment, as well as identifying strengths, weaknesses , opportunities and threats to adapt strategic market.
- ✓ In order to take the most appropriate course of action for the surveying company, it is necessary to know exactly the status of its product at present.
- ✓ The surveyed company prioritized understanding all aspects of their customers in order to retain them for the longest period of time. This includes activating the R&D department, preparing studies and reports identifying strengths to support them, developing proposals to address

weaknesses If organizational competencies are emphasized to prepare employees in this department thoroughly to ensure that they are scientifically and practically qualified to do their jobs properly.

- ✓ Maintaining customer focus is essential for a company to build and strengthen its relationships with them, as this is an important aspect that customer knowledge management emphasizes.
- ✓ The board should implement digital and technological transformation to achieve organizational improvements and enhance strategic performance.

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