



القيادة الفكرية وتأثيرها في الحد من استياء الزبائن

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المستخلص

للقيادة الفكرية دور فعال في دفع عجلة المنظمات الصحية، إذ تسهم في تحسين الخدمات المقدمة والارتقاء بها لتواكب متغيرات العصر الحديث، فهي تساعد في تصميم رؤية لنظام الرعاية الصحية، والتخطيط للموارد البشرية الصحية، وتحديد التحديات في تقديم الرعاية الصحية، لذلك تهدف الدراسة الحالية إلى تحليل كيفية تأثير القيادة الفكرية في الحد من استياء الزبائن تجاه مقدمي الرعاية الصحية، ولتحقيق هذا الهدف، اعتمدت الدراسة على المنهج الوصفي التحليلي، ومن أهم الاستنتاجات التي توصلت إليها الدراسة الحالية أن الاهتمام بأبعاد القيادة الفكرية، مثل الابتكار، والتعاون، وريادة الأعمال، والتعلم المنظم، كان مرتفعاً، حيث أظهرت إجابات معظم المستجيبين توافقاً مع معظم فقرات الدراسة، مما يدل على قوة الاهتمام بالقيادة الفكرية وأبعادها في مستشفى القاسم العام بمحافظة بابل، كما أوصت الدراسة بمجموعة من النقاط، من أهمها: توفير وخلق ثقافة تنظيمية إيجابية قائمة على الود والاحترام بين مقدمي الرعاية الصحية، مما ينعكس إيجاباً على أدائهم في تحقيق الأهداف التنظيمية بشكل عام، وتقليل استياء الزبائن بشكل خاص.

الكلمات المفتاحية: القيادة الفكرية، استياء الزبائن، مستشفى القاسم العام.



INTELLECTUAL LEADERSHIP AND ITS IMPACT ON REDUCING CUSTOMER FRUSTRATION

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Abstract

It to drive in organizations health she has role effective in Improving the services provided, and upgraded to match the variables of the modern era. she is it helps design a vision for the health care system, plan health human resources, and identify challenges in providing care health. so the current study aims to analyze how thought leader customer frustration towards health care providers. In achieving this goal, the study relied on the descriptive analytical approach. one of the most important conclusions reached by the current study is: that attention to the dimensions of leader ship intellectual, innovation, cooperation, leadership business, organized learning was high, where most of the respondents' answers to most of the paragraphs agreed, and this indicates the strength of interest in intellectual leadership and its dimensions in Al-Qasim general hospital in babil governorate. as the study recommended a set of points, the most important of which are: Providing and creating a positive organizational culture based on friendliness and respect among health care providers, which reflects positively on their performance in achieving organizational goals. in general and to reduce customer frustration in particular.

key words: thought leadership, customer frustration, al-Qasim general hospital.



Introduction

considered as thought leadership is complex so requires a careful mix of relevant skills and marketing skills, and on it a thought leader must be well versed in expressing ideas and opinions that demonstrate expertise and authority, and ultimately position himself as a leader in his industry. thought leaders have the ability to influence others, especially in the field of business, and they have tremendous power to change views, and persuade in the best ways that earn them trust from customers. end there are those who gained their fame based on the strength of their ideas and their influence, in addition to some emotional and social intelligence in this digital age of fierce competition. especially among those who represent their brands, if the health care provider wants to improve the sales process and show the advantages of his organization, then intellectual leadership is very important, especially if the thought leader wants customers to know him, love him and trust him before they buy from him, hence we can confirm that

Most organizations focus health on the way through which you can achieve leadership, uniqueness and sustainability through leadership practices that you can apply in the field reality in order to remain as long as possible in the world of competition. sought these organizations to search for leadership patterns such as thought leadership that is clear to the customer in the care it provides to him, and tries to penetrate into his psychology, and draw a future map for its customers according to previously prepared strategic perceptions, and this approach has become important in drawing up the organization's policy and strategy, and these organizations are trying hard to implement this visions and ideas in the field reality of its work.



and enjoy Intellectual leadership with the originality that the clients in the modern world, and consider is essential because customers flood more attention, and he will They are the intellectual leader more seriously, Warren more value in offers, and in the end will be allowed to That Become a catalyst for growth.

The importance of the current study is determined by the scarcity of studies that attempted to identify and know the nature of the relationship between variables (Leader ship intellectual, Customer frustration), and the thought leadership variable is one of the main variables that must be saturated with research Academics Because of its importance, and its decisive role at the present time, after the multiplicity of health organizations and the emergence of rude behavior on the part of customers. likewise, his attempt addressing a realistic problem that directly affects the sector health in Iraq.

There are many organizations that seek to apply intellectual leadership as a major variable to achieve customer satisfaction and reduce undesirable behaviors, so the field application will be very important for the variables that can achieve this, especially in health organizations in which it is necessary to apply these variables. this current situation consists of two main variables (intellectual leadership, Customer frustration) here, it is necessary to translate these variables from their theoretical formula to the field formula, and make them a method or method of work that can benefit from the health organization under study or similar health organizations, and identify field deviations or the gap between theory and application. Therefore, the field problem question can be formulated as follows: to what extent medicine's health organization (Al-Qasim General Hospital) intellectual leadership to



reduce customer frustration? to address this problem, the study suggests that Uses intellectual leadership to deal with customers and Build relationships With the minted of just reporting these vices And new promotions.

Theoretical side

1.Thought leadership

thought leadership is an integral part of an organization's culture as it is not just "add-ons" to communication but more initiative (Kirchenbauer, 2022:669), and may work The culture of the organization as an executive system to achieve stability in the organization and directions and to lead any current or future change (Al-Hadrawi & Jawad,2022:898), and Thought leadership relies New plans are also expected. to change the way you think. (McCrimmon, 2005: 1065), and thought leadership is defined as: “The art of positioning an organization as a leader in its field through best-in-class content, by regularly publishing articles, videos, research, or any other form of original content.”

and it can be to For intellectual leadership return on investment noticeable, potentially To be higher than any other cross marketing activity Internet, because It changes the brand perception of the organization, giving customers the impression that this organization is the best in its field (Al-Hadrawi et al., 2022), organizations with a strong leadership presence get more sales leads and their customers are willing to pay higher prices. (Barry & Gironda, 2019:14)..While increasing revenue is the primary benefit to For intellectual leadership, canto present thought leadership itself in different ways, there is no universal behaviourto For intellectual leadership, some



thought leaders are innovators calm down, as for those who lack influencing selling skills their thoughts, They must show advantages their thoughts, Other thought leaders are not creative Just, But they also have an influence market, and prescribe (Goldsmith & McLeod., 2008:12) The thought leaders in their field or industry are in a position to provide driving insights and practices across the industry or profession.

and In addition, intellectual leadership invests in its ideas by speaking in front of customers, writing, communicating, and building relationships in industry conferences, functional conferences, or market conferences. Thinking is similar to the definition of (Brosseau, 2014:123) “Individuals in their area of expertise” and clients go to them because they are in the field and trusted with their advice and opinions. fur there more, they are in a position to help clients put ideas into action (Beck, 2012:67), and awareness reports Potential future trends in thought leadership rise above everyday issues and this is what they believe in the long term. Thought leadership is the answer to the question of how the industry is recognized and is able to provide more future information and ideas. Thought leaders provide a platform to present the idea, engage and build an alliance. With other leaders in the field to solve problems in a similar way, (van Stam, 2013:51)that intellectual leadership can be used to exchange information and build alliances across different cultures in order to benefit each other, and the rationale behind this is that intellectual leadership opens a platform for exchanging information in the field of expertise and provides guidance on issues, and at the same time (Tyler, 2005 knows :24) Thought leadership as : "a cross section of thinking" In addition, the thought Leaders must develop



the ability to think. as thought leadership is supposed to be one of the most important things in this industry.

And he explains (McCrimmon, 2005: 1068) that the way in which thought leadership is defined cannot be monopolized. Traditionally, "because it is not about hierarchy or" customer management, it is about sharing ideas and changing the way customers think. the leader still has a vision that the organization should go to, but he gives everyone a chance to be part of the future. In addition, thought leadership does not mean leading the entire organization, but Small changes make a big impact on the whole, and there are many potential benefits to Intellectual leadership: Improving respect and trust, as customers have more respect and appreciation for whom they see as an intellectual leader, and are likely to trust him as well, and this would help the intellectual leader achieve greater sales, gain more trust for the organization, in addition to enjoying a vision Better, being a thought leader gives customers better insight. (Edelman & LinkedIn, 2021), if a thought leader has a blog that attracts a large number of views, a social media profile with thousands of followers, and a wide circle of professional contacts, they will find it much easier to build an audience of paying customers (Al-Hadrawi & Jawad, 2022:5).

"thought leadership does not entail" organizing The starting point of the traditional movement is consistency in effort., etc., but can be viewed "individually" and reduced. (Halderen et al., 2013: 5) Intellectual leadership: "as a model that provides organizations with an innovative platform and an opportunity to significantly increase their reputation and remain competitive in their markets." These organizations are interested in providing solutions



to their problems and a framework to For intellectual leadership in order to clarify what is believed to be leadership and what must be disposed of (Tropf, 2015: 18), and in contrast to See Link Intellectual leadership with fair innovation or having a strong vision just calls (Halderen et al., 2013: 10). To lead the intellectual beyond product innovation, go beyond a Intellectual leadership has a view of the role of leadership, but they also suffer from a lack of product or services, but they face other challenges such as environmental and economic issues, and therefore they should be innovators or producers of the "idea in the organization" (Hult et al., 2004: 430), and So innovation stops the current situation in the product health, but does not include the novel or unique way of thinking fit into the product health, and confirm (Halderen et al., 2013: 11) that innovation is an essential component of intellectual leadership, as it can be used to create a unique product that solves the customer's greatest needs, issues, and challenges, and (Halderen et al., 2013: 12) indicates that novelty and the pillars of intellectual leadership in leadership organizations The intellectual is a new or unique point of view that they use to attract and retain customers, and they provide ideas to solve their problems and to be healthcare provider able to sell a new idea to the customer, so it is necessary that the organization has established trust with customers that makes the journey possible and achievable because of a strong effect, which is uniqueness that So customers can find places organizations, and to achieve uniqueness, the organization should be related to efficiency Core, meaning the organization is strong and sustainable and a core competency or defining characteristic has been used to challenge the transformation mindset (Hough, 2011: 137).



and sees (Chalhoub, 2012: 105) that itIn order to achieve intellectual leadership, the organization must have a learning culture, and it is also necessary for leaders not to focus on policies to avoid Change, But they must have access to information in order to facilitate change, and the adoption of policies that fit the change, this is the only way through which the organization can open new foundations and provide thoughts, There is also a need for a platform to present new ideas (Kurtzman, 2009:34), as well as merging To lead the intellectual in the strategy and have a plan on how to achieve it.

And he has claim (Halderenet al., 2013: 18) that a decision to think is a choices strategic, so it has to be strategic organizational tag strategy commercial, And to be supported by the capabilities and expertise within the organization to be possible, Other driving styles are controlled in literature, The focus is on leaders' attributes, behaviors, and goalsthat, Intellectual leadership takes into account the Matching experiences and capabilities to support the type of leadership.

At the same time it is considered (Rasmus, 2012:232) that the leading organizations in the field of caring for the world maintain follow-up, so there should be honesty, and that the organization should We set a specific goal about In thought leadership we will achieve what we want, as thought leadership Tonic For relationships that already exist, have been identified (Rakoditsoe, 2016:51) four dimensions Of Intellectual leadership is:

A- innovation

Innovation Recognition as: “the ability to introduce a new process, product, or idea into the organization” (Hult et al., 2004: 430) and that



innovation is possible, and the Organizations must be more innovative., and openness is defined as: "employees' willingness to adopt and innovate", and then openness is determined by the organization's culture (De Jong & Hartog, 2007: 43). to the main stages of the innovation process as initiation and implementation, The point is to start with the organizations to form the idea. created, then it is implemented when the idea is approved for the first time, and this is the point at which the decision is made to implement the innovation, and for it to be healthcare providers Innovators who should contribute to the innovation process, And Stimulate the strategy of innovation processes in marketing organizations, form a foothold in the future competitive market, and enable the organization to choose the appropriate knowledge for it and determine intellectual capital (Al-Taie & Al-Hadrawi, 2021:5078).

And it should be healthcare providers able to Identify opportunities and gaps in performance and capabilities to find solutions to problems (Nasser & Al-Hadrawi, 2023:140), as it should matter He also put a lot of effort into testing the idea, marketing it, and coming up with this idea, according to (McFedzean et al., 2005:352) Innovative culture can be understood as the totality of characteristics of an organization that enable its innovative activity, Discouraging innovative cultures and enhancing organizational capacity ability to innovate, Helps organizations compare with others., the Pay attention to these cultures a A different approach to new production Methods and Products (O'Cass & Ngo, 2007:873).



B- Collaboration

Known (Peters & Manz, 2007: 120) Cooperation as: “the world of shared knowledge, shared experience, skills, learning, knowledge transfer and strengths to achieve cooperation in the organization” It proves that there is openness and projects. of knowledge, moreover the governance structure needs to ensure that Collaboration is an effort towards achieving organizational goals, and according to (Blomqvist & Levy 2006:34), workplace collaboration is about teamwork, and collaboration can provide and give solutions to healthcare providers, and gives equal participation to they Because it is an interdepartmental commitment, it encourages alliance collaboration by learning from each other, and builds trust and relationships.

C – Entrepreneurship

Organizations that can create project skills accumulated knowledge and experience, however, it cannot be one or more entrepreneurs who can create value in the business functions of the organization, as it is important for the organization to develop entrepreneurs and give them the appropriate skills that they can employ.(Spies & Lotz, 2014:16).

according to (Sharma & Chrisman, 2007: 84) entrepreneur ship in organizations can be defined as: “It is the organization that provides new ways of doing things in the form of operations, diversification or enhancement of existing products.” Moreover, entrepreneurship in organizations is characterized by innovation, unique growth and value creation (Ireland & Webb, 2006:11)New discoveries by innovative organizations, it should have an Creating an environment of behaviors for entrepreneurship for risk and where failure is not penalised. Leadership and



organizational culture play a critical role in developing entrepreneurial behaviours (Sharma & Chrisman, 2007: 86).

D- Learning Organizational

Work in organizations on **Follow innovative ideas**, and abilities so you can always improve (Senge, 2006: 3). Furthermore it lost Learning organization vision that Everyone works to achieve it, the The learning system will be simpler. the quality and innovation that lead to exceptional performance (Kale et al., 2002: 752), and organizational learning means: "the process of improving work performance by obtaining new and better knowledge and understanding of the organization," and learning leadership should Aziz Therefore, awareness and knowledge will be shared.

And reports outgoing learning One of the leading Japanese organizations clear, and that their success is also affected by the comprehensive internal consultations that they carry out within the framework of major decisions, and they also use their knowledge to see what may work or not, and this type of learning is called the structural method to develop a good internal flow of information and There will be a balance between trust and even openness for both leaders and officials. healthcare providers For example, they are willing to acknowledge the problems of work groups, project groups, and focus on her, And also allowing new things to emerge (Hines, 2004: 997).

2.Customer frustration

Resentment is a concept from Freud's psychoanalysis. Freud originally focused on explaining aggression, which he conceived in his early



works through the occurrence of resentment. He uses the term "resentment" to describe unpleasant internal conditions, which appear primarily when Expected rewards are missing, or targeted goals are lost. Later on, Freud abandoned his early theories and placed aggression in the context of his double instinctive theory (Freud, 1933). (Dollard et al., 1939:1). Published a book titled Resentment and Aggression to explain the origin and consequences of human aggression and develop the aggression and resentment hypothesis, identify aggression as a result of frustration, and relate resentment as a condition for external stimulation, and attribute it to the intervention in the occurrence of a timely provocative target response in the sequence of behavior, and according to this understanding Known (Britt & Janus, 1940:455;Poppstone & McPherson, 1988:137;Colman, 2001: 291) resentment as: “preventing a potential or pathological action or sequence of behavior” and so resentment arises through frustrating incidents which are the negative experiences of not achieving a goal or missing out on an expected reward, This sense of resentment leads to subsequent behavior such as aggressive protest or avoidance designed to prevent recurrence of the resentment (Berkowitz, 1989:60).

Dissatisfaction as a Special Form of Dissatisfaction In the face of the fact that dissatisfaction is defined as: “a negative emotion of the customer as a result of unfulfilled expectations”, the line between dissatisfaction and building customer satisfaction is often defined as lack of affirmation. expectations, therefore includes The definition components are similar, and the two constructs can be distinguished taking into account the following five aspects (Stauss, 2004:65):



Where Satisfaction construct concerns both the uncertainty of positive and negative expectations (satisfaction/dissatisfaction), in contrast to that, Dissatisfaction is exclusively the result of a negative contradiction in expectations .and Dissatisfaction may refer to the full set of unfulfilled expectations, but dissatisfaction refers only to negative customer events in which the expected goal or reward is not reached. and Resentment is defined as an intense negative emotion and in this connection, there is no difference satisfaction where excitement can also be weak, and Dissatisfaction may appear with effect retroactive, Without realizing customers' expectations before consumption, and in the opposite, resentment presupposes a target clear, that is, customers have a specific idea of the desired situation or expected rewards, and that a necessary precondition for frustration-but not dissatisfaction-that Clients assume they will get there because of their past experiences or explicit promises from the health organization where Perceived control, resentment, and complacency.

and the nature of the healthcare provider's interaction and relationship with the client is a critical factor for client satisfaction with these interactions (Hui & Bateson, 1991:175), and according to (Van Raaij & Pruyn, 1998:812) clients realize control when they can specify the nature of healthcare they desire. In them, perceptions of control are generated in the outcome of the service interaction provided, and this is an important resource sought by customers, and it was suggested (Stauss et al., 2005:230) that incidents of customer dissatisfaction (such as rejection, limitation, and delay in reward) lead to a sense of dissatisfaction and behavior (Protest, intensify effort, and avoidance) (Dollard et al., 1939:1) and defines resentment as: “interfering



with the occurrence of a target-motivated response at an appropriate time in the sequence of behavior.” for example, if a health service provider dismisses the service process according to customers' perceptions, the cognitive assessment leads to dissatisfaction.

Failure to achieve the goal leads to customer dissatisfaction and low satisfaction with the service provided (Lazar et al., 2005:189). It is important to note that dissatisfaction results from the barriers that the customer faces during the process of achieving the goals and not because of the failure to achieve the goal. (Oliver et al., 1997:313) on the feelings (satisfaction, anger, anxiety, disappointment, joy and exhilaration) that result due to failure (or success) in achieving goals, and on the other hand resentment results because the client suffers from obstacles during the process itself in facing care, and feels Clients resent when they encounter an obstacle (for example, a hospital health care provider refusing to seat clients in beds or vacant rooms) during the healthcare process, and clients realize that they may not be getting the care they want (Susskind, 2004:22).

Customers who receive and achieve the targeted levels of care will not feel dissatisfied and be satisfied, clients pay more attention to fairness when they are unsure about the credibility of health organizations. clients often do not have information about the health care provider's credibility or their findings in relation to clients others, They pay more attention to the fairness of the care provided (Wetzer et al., 2007:662).

(Bos,2001:932) suggests that clients pay less attention to issues of fairness when the situation is perceived as highly controllable. however, when the situation is perceived as less controllable, the equitable behaviors of the



healthcare provider compensate for the reduced perceptions of control and mitigation. of Customer frustration, that is, customers are less likely to feel resentment in the absence of control if they perceive fairness in dealing (Bos, 1997:1035), the frustrated impulse leads to a negative effect, for example, anger, sadness, or anxiety, and health care providers who They work collaboratively with three objectives (Shechtman & Horowitz, 2006:1137): Task objectives: Task objectives indicate the completion of the work at hand. Communication objectives: Communication objectives refer to the quality of the communication process itself. Personal goals: Personal goals refer to the maintenance and quality of the relationship with the other party.

Communication and personality goals refer to direct interactions with the health care provider in a setting the service, Personal goals also form part of the care provided, for example a smile given to a repeat client, and clients seek fairness in personal interactions with the healthcare provider. (Namasivayam & Hinkin, 2003:28) When such behavior occurs, clients feel a positive effect and express satisfaction with the care and concern for them. however, it is possible that clients have difficulty achieving each of the three goals and feel resentful as a result.

The resentment generated by such events is like "discontent processing" (Strebel et al., 2004: 1059). and as an illustration, the extreme case of failure of the care process is when clients feel "undervalued, unacceptable, or outright rejected" by the healthcare provider. This failure can occur when the healthcare provider denies the client's expectations of equitable behavior, and healthcare providers respond Stronger emotional reactions when standards of fairness are violated and rewards do not align with clients'



expectations. Clients can feel resentful and, as a result, express lower levels of satisfaction with the healthcare provided to them.(Leary et al., 2006: 113). and through what you offer The following hypotheses were formulated:

(H1) Nothing Significant influence relationship between innovation Customer frustration.

(H2) Nothing Significant influence relationship between cooperation And customer frustration.

(H3) not capped Significant impact relationship between entrepreneurship and Customer frustration.

(H4) not capped Significant influence relationship between the learning organization and customer frustration, Based on these above hypotheses, the hypothetical study scheme was formulated (see Fig1):

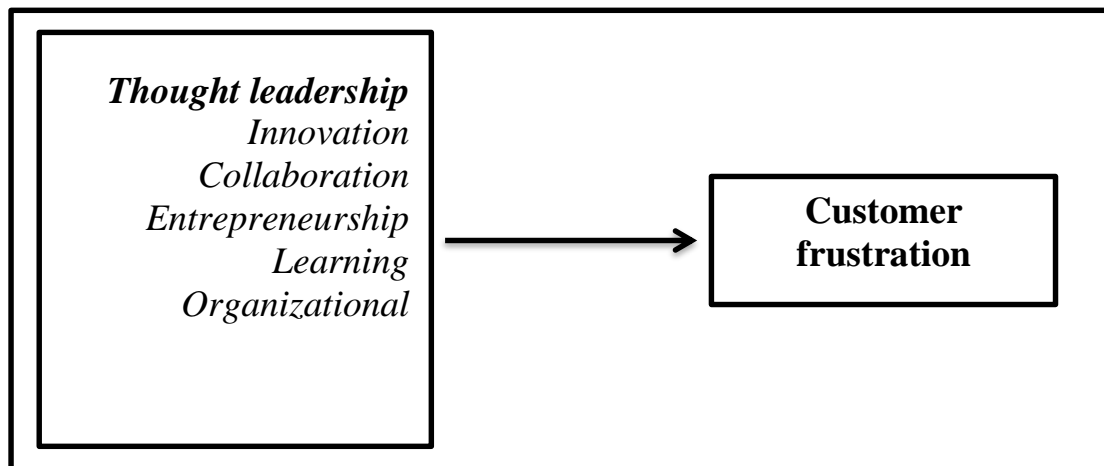


Fig.1: Research Model

Data and Method

use the finder that Questionnaire as a tool for collecting information, AndIn order to ensure the credibility of the sample in its accurate and adequate



representation of the study population, the researcher distributed that directly (380) resolution on a sample Intentional in a comprehensive manner on a number of health care providers at Al-Qasim general hospital, After it has been retrieved (362) resolution it was found that the number of valid questionnaires for statistical analysis reached (348) Resolution and response rate (92%) it is a high percentage and valid for statistical analysis. and he has included The first part contains the personal information of the respondents studied. as for The second part has been devoted to measuring the intellectual leadership variable scale was relied (Rakoditsoe, 2016) which included (27) paragraph distributed on four Dimensions Namely: innovation(6 vertebrae), cooperation (6 vertebrae), leading businesses (12 Paragraph), learning organization (3 paragraphs). and may be scale was used (Likert's five-pointed measure phrases, and select five) answers: (Totally agree,I agree,neutral,I do not agree,I don't agree at all).The third part was devoted to variable measurement Customer frustration was relied Scale (Zahoor & Siddiqi, 2021) single dimension and component of (6) Questions. scale was used (Likert's five-pointed measure phrases, Select five) answers:(I agree completely, I agree, neutral, no check, no check divorce).

Results

The study hypotheses will be tested as follows:

The first hypothesis: states this hypothesis There is no A significant influence relationship between intellectual leadership and customer frustration, and From the results of the table (1) Explain That there is an effect relationship Thought Leadership in Customer frustration, As the effect constant (2.614), and the slope of the regression was (-.192) inversely, that



is, when driving increased intellectual unit one Zen scale down customer frustration and by how much (-.192), as well as the leader ship Intellectual explains rate (5.7%) of the variance in Customer frustration, as for the ratio remaining it is due to variables other not included in the study. and significant based on the value of The calculated F (20.976), which is larger when compared to the tabular (F) of (3.84), and the significance level value supports this result. and which reached (0.000), and it is less than the level of significance assumed by the researcher that (0.05), and according to these results, the null hypothesis was rejected and Accept the alternative hypothesis At the level of this study, that is to say, the more interested Al-Qasim general Hospital in Babil governorate with its intellectual leadership and the introduction of new methods and processes or the provision of services makes the hospital more efficient and contribute this in reduce customer frustration, and the regression equation is as follows:

$$y = a + bx$$

$$y = 2.614 + -.192x$$

Table (1) regression model between innovation And customer frustration

Sample		non-standard transactions		standar d transact ions	Fcalculated	FTab ular	R Squ are	Mo ral leve l
		beta coefficient	stand ard error	beta				
1	Consta nt	2,614	.144	-.239	20,976	3.84	.057	.000
	though t leaders hip	-.192	.042					



	(INN)							
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1. **Second hypothesis:** states these the assumption is that there is no significant influence relationship between cooperation and between Customer frustration, And from the results of the table (2) It shows that there is an effect relationship Toto cooperate in customer frustration, as the effect constant (2,437), and the slope of the regression reached (-.154) inversely, That is when increasing cooperation unit one Zen scale down Customer frustration and by the amount of (-.154), as well as that Cooperation explains rate (3.9%) of the variance in Customer frustration, The remaining percentage is due to variables other not included in the study. and significant based on the value of (The calculated F (14.195), which is larger when compared to the tabulated (F) amounting to (3.84), and the significance level value supports this result. and which reached (0.000), and It is less than the level of significance, which was assumed by the researcher that (0.05), and according to these results, the null hypothesis was rejected and the alternative hypothesis is accepted at the level of this study, meaning that the more characterized Al-Qasim General Hospital in Babil Governorate, in cooperation with this through Get up Hospital administration work Blogs to discuss specific topics to create expertise in this topic Inspiration than contribute to reducing Customer frustration, formula The regression is as follows:

$$y = a + bx$$

$$y = 2.437 + -.154x$$

Schedule (2) regression model between cooperation and customer frustration



Sample		non-standard transactions		standar d transactions	Fcalculated	FTabular	R Square	Moral level
		beta coefficient	stand ard error	beta				
1	Constant	2,437	.128	-.199	14,195	3.84	039	.000
	cooperation (COO)	-.154	041					

2. **The second hypothesis gum:** states this hypo thesis On it is not crowned Dr Significant influence relationship between entrepreneurship business between Customer frustration, Andtable results (3) Show that there is an influence relationship for entrepreneurship customer frustration, as the effect constant (2.639), and the slope of the regression reached (-.205) inversely, that is, when the leadership increase business unit one Zen scale down customer frustration and how much (-.205), as well as that Rid Business explains rate (5.1%) of the variance in Customer frustration, as for the ratio remaining she back to variables other not included in the study. and significant based on the value of The calculated F (18.480), which is greater when compared to the tabular (F) of (3.84), and the value of the significance level supports this result, which amounted to (0.000), is less than the level of significance assumed by the researcher that (0.05), and according to these results, the null hypothesis was rejectedAndThe alternative hypothesis is accepted at the level of this study, meaning that the moreAl-Qasim General Hospital in Babil Governorate has increased interest in entrepreneurship to Forums To plan ahead it is contribute to reducing customer



frustration, and the regression equation is as follows:

$$y = a + bx$$

$$y = 2.639 + -.205x$$

Schedule (3) regression model between leading businesses and customer frustration

Sample		non-standard transactions		stand ard transa ctions	Fcalc ulated	FTa bula r	R Squar e	Moral level
		beta coeff icien t	stand ard error	beta				
1	Constant	2,639	.159	-.225	18,480	3.84	.051	.000
	leading businesses	-.205	048					

3. **the premise Fourth:** states this hypothesis on it is not crowned Significant influence relationship between the learning organization and customer frustration, and table results (4) Show that there is an influence relationship to learning organization in customer frustration, as the effect constant (2.483), and the slope of the regression was (-.159) inversely, that is, when increasing systematically unit learning one Zen scale down Customer frustration and by how much (-.159), as well as the organization learning explain rate (5.3%) of the variance in Customer frustration, The remaining percentage is due to variables other not included in the study. and significant based on the value of The calculated F (19.321), which is greater when compared to the tabular (F) of (3.84), and the value of the significance level supports this result, which amounted to (0.000). and it is less than the level of significance assumed by the researcher that (0.05), and according to these results, the alternative



hypothesis was accepted, and the null hypothesis was rejected at the level of this study, that means whenever interested Al-Qasim General Hospital in Babil governorate with the learning organization and its work. Mainly improvements with the new knowledge you bring in when over contribute that in reduce customer frustration, and the regression equation is as follows:

$$y = a + bx$$

$$y = 2.483 + -.159x$$

Schedule (4) regression model between learning organization and customer frustration

Sample		non-standard transactions		stand ard transa ctions	Fcalc ulated	FTab ular	R Squar e	Mora l level
		beta coeffici ent	stand ard error	beta				
1	Consta nt	2,483	.122	-.230	19,321	3.84	.053	.000
	learnin g organiz ation (L.O.	-.159	.036					

Conclusions and discussion

The current study showed the need Diamond to the hospital to train health care providers, and educate they about the main sources to Customer frustration and how to deal with such cases. A scan train the yon the difference between resentment Simple to the customer and most acts of aggression Danger, which require different reactions. There for may be



Assist the study Present health care providers managers understand when to address a problem the customer to serve customers and when to engage healthcare providers of security, emergency and ways to follow the law .and based on results the study Present and existing literature the current study reached a number of conclusions, which are: that interest with dimensions Thought leadership, innovation, Collaboration, Entrepreneur ship, Learning Organization he was high most of the respondents' answers were for most of the paragraphsI agreeThis indicatesThe power of attention Intellectual leadership and its dimensions in Al-Qasim General Hospital in Babil Governorate, as well illustrated by analyzing relationships link Between thought leadership and between Customer frustration He was below average Conversely, morally, this in dilates t's whenever attention is paidcomponents of thought leadership In Al-Qasim general hospital in Babil governorate, whenever this leads toreduction Customer frustration. and that attention Higher Innovation by Intellectual Leadership in Al-Qasim general hospital in Babil governorate Through the hospital management providing a platform for the exchange of new ideas affects in a positive way reduction customer frustration. and cooperation affects through management the hospital cheer up customers are getting answers from all over when solving contributing problem sin reduction customer frustration. Based on the above conclusions, the study recommends the following: Urging Al-Qasim General Hospital in Babil Governorate to adopt the components of intellectual leadership encouraging and motivating themhealthcare providersand involving them in the decision-making process. management encouragement in Al-Qasim General Hospital in Babil Governorate on residency workshops and courses in the field of moral guidance where it contributes it in reduce customer



frustration. as well as directing and training intellectual leadership on Failing to practice favoritism and treating others properly and convenient he was able to make tentative choices fair, encouraging and rewarding the ethical behavior of health care providers in a way that helps them unleash their creativity in working towards reducing customer frustration. Providing and creating a positive organizational culture based on friendliness and respect among health care providers, which reflects positively on their performance in achieving organizational goals. in general and to reduce Customer frustration in particular.

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