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The Requirements of Total Quality Management and Its Relationship to the Social Responsibility of Food Manufacturing Companies in Gaza Strip

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Abstract: The study aimed to identify the requirements of total quality management and its relationship to the social responsibility of food manufacturing companies in Gaza strip, based on the opinions of the managers(owners) of the companies included in the study. The researcher used the survey method for the total population of (112) company managers, where (104) questionnaires retrieved in recovery rate (92.8%), moreover the study used the descriptive analytical approach, while the questionnaire tool was used to collect data from the study population, then the data were analyzed using SPSS program. The most important results of the study was: The degree of availability of total quality management requirements in the food manufacturing companies in Gaza strip came to a medium degree by rate (63.6%), But the level of social responsibility came to a medium degree by rate (51.7%), and there was existence of a relationship between the requirements of total quality management and the promotion of social responsibility. The study also highlights the low quality levels of Palestinian products, beside the absence of a governmental role in quality control, and the weak of social contributions of the companies towards Palestinian society. But the most important recommendations were: The need of focus on training quality teams and equipping them with the necessary skills, also encourage food manufacturing companies to implement environmental stewardship standards and reduce environmental pollution.

متطلبات إدارة الجودة الشاملة وعلاقتها بالمسؤولية الاجتماعية لشركات تصنيع الغذاء في قطاع غزة

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المستخلص

هدفت هذه الدراسة إلى تحديد متطلبات إدارة الجودة الشاملة وعلاقتها بالمسؤولية الاجتماعية لشركات تصنيع الأغذية في قطاع غزة، وذلك بناءً على آراء مديري (مالكي) الشركات المشمولة بالدراسة. استخدم الباحث أسلوب المسح الميداني، حيث تم جمع 112 استبياناً من جميع مديري الشركات، بنسبة استجابة بلغت 92.8% (104 استبيانات). واعتمدت الدراسة المنهج الوصفي التحليلي، حيث تم جمع البيانات من خلال الاستبيان، ثم تحليلها باستخدام برنامج SPSS. ومن أهم نتائج الدراسة: أن مستوى تطبيق متطلبات إدارة الجودة الشاملة في شركات تصنيع الأغذية في قطاع غزة كان متوسطاً (63.6%)، وكذلك مستوى المسؤولية الاجتماعية (51.7%)، مما يشير إلى وجود علاقة بين متطلبات إدارة الجودة الشاملة وتعزيز المسؤولية الاجتماعية. كما سلطت الدراسة الضوء على انخفاض جودة المنتجات الفلسطينية، وغياب دور حكومي في مراقبة الجودة، وضعف المساهمات الاجتماعية للشركات تجاه المجتمع الفلسطيني. لكن أهم التوصيات كانت: ضرورة التركيز على تدريب فرق الجودة وتزويدهم بالمهارات اللازمة، وكذلك تشجيع شركات تصنيع الأغذية على تطبيق معايير الإشراف البيئي والحد من التلوث البيئي.

الكلمات المفتاحية: إدارة الجودة الشاملة، المسؤولية الاجتماعية، شركات تصنيع الأغذية.

Introduction

Today, interest in quality has become a global phenomenon, and organizations and governments in the world have taken special attention to it. In fact, it can be said that quality has become the first job of many organizations, an administrative philosophy and a way of life that enables them to survive and continue in light of the successive and rapidly changing environmental changes and the increasing awareness of consumers of the level of quality in what is provided to them. of goods or services, and the concept of total quality management is considered one of the modern management concepts, and this concept is based on a set of ideas and principles that institutions of all fields and activities can "apply" if they want to achieve the best possible performance, improve their productivity, increase their profits and improve their reputation in the markets, whether domestic or foreign. Total quality management represents an excellent strategy to achieve a better competitive position, as it provides the methods and tools for this competitive situation, and develops knowledge and skills for all levels of management. (Kaddour and Ashour, 2015: 5).

The introduction of the concept of total quality means that every part and every field of work should be subject to careful review, redesign and organization to exclude all forms and causes of poor performance and low quality, as well as the involvement of Employees at various levels in a continuous system to discuss methods of developing and improving quality in production, marketing and management And all work facilities become the real guarantee for the continuity of achieving the transcendent levels of quality (Ali, 2015: 15).

Private sector establishments play an important role in the local economic development process, as they play an important role in providing the requirements of community members for various goods and services. The food industry sector is considered one of the important vital sectors that directly affect the life of the citizen, and its evaluation process no longer depends on the levels of its profits and economic growth. In order to ensure its continuity and stability in the market. Among these concepts is the "social responsibility" of these establishments towards the segments of their society. Private sector companies are not isolated from their society, as they contribute to increasing levels of employment, reducing poverty rates, and helping many segments of society.

Therefore, this research came to shed light on the extent to which total quality requirements are provided and their relationship to the promotion of social responsibility from the point of view of the managers of these companies. The Palestinian consumer in it, and this is the result of the absence of a clear vision of the quality in the Palestinian food companies, which led to imported food commodities invading the Palestinian markets, and this in turn led to a decline in investment levels in the food industries, and the consequent decline in their profit rates, which reflected negatively on the social responsibility of those companies towards their Palestinian society in Gaza, and the results of the study (Al-Raqab, 2020) came to confirm the existence of a positive relationship between the requirements of total quality and the level of social responsibility, while the study (Al-Dabbagh and Al-Taweel, 2013) showed the moral impact of the principles of quality management Comprehensive in the social responsibility of productive companies.

Problem Statement

The research problem lies in measuring the opinions of managers of Food Manufacturing Companies in Gaza regarding the requirements of comprehensive quality in light of the increasing competition from the imported foreign goods and the lack of confidence of the Palestinian consumer in the quality of local goods (Publications of Palestinian Federation of Industries, 2015-2023). In addition to the absence of a clear vision for implementing quality in production factories in general, as well as the absence of an effective role of the Palestinian ministry of economy in spreading the culture of quality and commitment to its implementation (Telbani, 2023). These combined factors have contributed to a decline in net profit rates for food production companies in Gaza, leading to a decline in their social responsibility towards segments of Palestinian society, which suffers from the scourges of poverty, unemployment, and the economic blockade imposed for several years. In light of what the researcher has reviewed, the research questions can be raised, which are:

Q1: What is the relationship between total quality management requirements and the social responsibility of food manufacturing companies in Gaza strip?

The following sub-questions arise from it:

Q1-1: What is the availability of total quality management requirements in the food manufacturing companies in Gaza strip?

Q1-2: What is the reality of food manufacturing companies' commitment to their social responsibilities towards the Palestinian community in Gaza?

Q1-3: Is there a statistically significant relationship between the requirements of total quality management and the social responsibility of the food manufacturing companies in Gaza strip?

Research Objectives

Based on the established research questions, this study aims to achieve the following objectives:

1. Identifying the requirements of total quality management and social responsibility in food manufacturing companies in Gaza strip.
2. Detecting a statistically significant relationship between the requirements of total quality management and social responsibility in food manufacturing companies in Gaza strip.
3. Discuss quality requirements and clarify their shortcomings, as well as the reasons that led to the decline in the level of commitment to social

responsibility among food manufacturing companies towards the Palestinian people in Gaza.

Research Importance: The importance of the study is shown by the benefit that will be given to:

1. Knowing the extent to which total quality requirements are available in the companies under study and their relationship to social responsibility.
2. Increasing interest in total quality and social responsibility among food manufacturing companies.
3. The results and recommendations of this study can benefit the management in improving its overall quality.
4. Gaining the satisfaction of customers and consumers. When the product is of good quality, the institution, in turn, works to increase trust between it and the customer, and also to gain consumer satisfaction for the product.

Research hypothesis: This research seeks to verify the existence of a statically significant relationship between the requirements of total quality (I.V), and its relationship with social responsibility (D.V). The researcher formulated the following hypothesis:

Ho: There is no statistically significant relationship at the level ($\alpha \leq 0.05$) between the requirements of total quality management (Quality awareness, Awareness of top management, Caring for customers, Participation of employees, Quality team, Effective training, Incentives system, Continuous improvement) and the promotion of social responsibility (Social dimension, Economic dimension, Environmental dimension) for food manufacturing companies in Gaza strip.

Limitations of and Directions for Research

The scope of the study shall be as follows:

1. **Objective limits:** The study focused on the relationship of total quality management requirements with social responsibility in Palestinian food manufacturing companies in Gaza Strip.
2. **Human Limit:** It includes (managers/ owners) of food manufacturing companies in Gaza strip, and they are mostly real owners of these companies and are entrusted with making investment and financial decisions related to the future of the project.
3. **Time Limits:** This research was conducted in 2023, but due to the war on Gaza, it was completed in 2024 and 2025.

Literature Reviews

- ❖ A study of (Saeed et al., 2022), which dealt with the preparation of maps of the structure of food industries and their geographical distribution in Al-Muthanna Governorate for the year 2021, where industrial activity is considered one of the most widespread and diversified economic activities, as it is characterized by concentration within certain places and locations due to its impact on the elements of industrial settlement. The structure of food industries and their geographical distribution in Al-Muthanna Governorate to clarify and know the structural structure of food industries in the governorate, and classify them within specific criteria. The food spread in the governorate, according to its branches, and according to the administrative units of the governorate, which amount to (12) administrative units.
- ❖ A study of (Kharoubi et al., 2021), which aimed to study the impact of the application of total quality management on performance in hospitals through a case study of a private hospital operating in southern Lebanon. The research community consisted of doctors, nurses, and administrators, and the sample size was (53) single, and the relative weight of the total quality management variable was (44.8%) with a poor degree of appreciation. The results showed a positive relationship between the support of senior management for the application of total quality management and performance.
- ❖ A study of (Siam and Al Shukri, 2021), which aimed to measure the impact of the principles of total quality management in military medical services hospitals (Kamal Adwan Hospital, and the Algerian Hospital) in improving response to crises, and the research community consisted of Employees in the mentioned hospitals, and the number of the sample was (55) employees, while the relative weight of the total quality management variable was (68.5%) with a high degree of appreciation, and there was also a statistically significant relationship between applying the requirements of total quality management and improving response to crises.
- ❖ A study of (Shaker and Ibrahim, 2021), which aimed to identify the role of total quality management in achieving sustainable competitive advantage, and the research community consisted of employees working in the preparation and training department of the Karkh Education Directorate. The number of the sample was (30) employees, where the arithmetic mean of the total quality management variable was (2.77) with a medium degree of

appreciation, with a positive correlation between total quality management and sustainable competitive advantage.

- ❖ A study of (Al-Raqab, 2020), which focused on identifying the role of total quality management in promoting social responsibility in Saudi universities in Riyadh, and the research community consisted of (175) academic leaders, where the relative weight of the social responsibility variable was (74%) with a high degree of appreciation. As well as the existence of a positive relationship between the requirements of total quality management and social responsibility from the point of view of the research community.
- ❖ Study of (Msallam, et al., 2020) aimed to identify the effect of Total Quality Management in achieving the requirements of the quality of job life among university college employees, and the researchers used the descriptive and analytical approach, and used a main tool to collect information, which is: the questionnaire. The study population reached (596) academic and administrative employees distributed among (5) University colleges in Gaza Strip, and a stratified random sample of (240) employees was selected, approximately (40.3%) of the study population. SPSS software was used to analyze the data. The study concluded that the application of the requirements of total quality management in university colleges in Gaza Strip is appropriate in general in terms of: (the commitment of the top management to total quality management, organizational structure, management with facts, focus on beneficiaries, staff empowerment, and continuous improvement). The sample on the dimensions of total quality management with a relative weight is (69.93%). And that the elements of job quality in university colleges in Gaza Strip are generally adequate in terms of: (moral working conditions, wages and rewards, participation in decision-making, handling of complaints and grievances, benefits provided to employees), where the response of the sample respondents was about the dimensions of job quality with a relative weight (63.30%), and the existence of a strong positive relationship between Total Quality Management in university colleges in Gaza Strip. And that there is a statistically significant effect of the variables of comprehensive quality management and quality of career in university colleges in Gaza Strip at a significance level ($\alpha = 0.05$). And that the dimensions of total quality management most influencing the dimensions of job quality are: (empowering employees, continuous improvement, focusing on beneficiaries, managing with facts). The absence

of differences between the answers of the sample members about the impact of Total Quality Management in achieving the requirements of the quality of the job life of the employees in university colleges due to the variable (academic qualification, years of service). And the existence of differences attributed to a variable (gender in favor of the male category, the college in favor of the university college of applied sciences category, and the nature of work attributed to an academic category with an administrative position).

❖ Study of (Msallam, et al., 2020) aimed to identify the reality of total quality management in university colleges in Gaza Strip, through its dimensions, which are (commitment of senior management, organizational building, employee empowerment, continuous improvement, focus on beneficiaries, management by facts), and to detect differences in the responses of sample members according to for personal variables (type, educational qualification, college, nature of work, years of service). The researchers used the descriptive analytical method, and used a main tool to collect information: the questionnaire consisted of (42) phrases, and the study population reached (596) academic and administrative employees distributed to (5) university colleges in Gaza Strip, and it was chosen A stratified random sample of them consisted of (240) employees, approximately (40.3%) of the study population. (SPSS) was used to analyze the data. The study concluded a set of results, the most important of which are: (1) The application of the requirements of total quality management in university colleges in Gaza Strip is generally appropriate in terms of: (the commitment of senior management to total quality management, organizational building, facts management, focus on beneficiaries, employee empowerment, continuous improvement), where the response of the sample members was about the dimensions Total quality management with relative weight (69.93%). (2) There are differences at the level of significance ($\alpha = .05$) between the averages of the respondents' responses to total quality management in university colleges in Gaza Strip due to gender and differences in favor of the male category. And differences attributed to the college and in favor of the University College of Professional Sciences. (3) There are no differences between the averages of the respondents' responses to total quality management in university colleges in Gaza Strip due to (Educational Qualification, Nature of Work, and Years of Service).

- ❖ A study of (Al-Khazaleh, 2019), which aimed to measure the impact of customers' perception of social responsibility on customer retention in the extractive industries in Jordan, where the research community consisted of the company's customers, and the research sample reached (174) customers, and the arithmetic mean of the social responsibility variable in all its dimensions was (3.1) with a medium rating, as well as the presence of a statistically significant effect on the client's awareness of responsibility.
- ❖ Study of (Al-Maaytah, 2019), which was concerned with measuring the impact of social responsibility in its dimensions (legal, economic, social, and charitable) in building the mental image of the Jordanian Phosphate Mines Company, as the research community consisted of all the company's employees (300) employees using a random sample stratification, where the arithmetic mean of the social responsibility variable was (1.97), and there was a significant effect of social responsibility in building the mental image of the company.
- ❖ A study of (Kandil, 2015), which aimed to demonstrate the impact of the requirements of total quality management in achieving competitive precedence: a study of the mediating effect of organizational loyalty, where the research community consisted of Employees in higher departments in private hospitals and the number of the sample was (131) single, where the relative weight of the variable came Total quality management requirements (65%) with a high degree of appreciation, and the existence of a positive impact of total quality requirements on competitive reactivity and customer loyalty.
- ❖ A study of (Al-Dabbagh and Al-Taweel, 2013), which aimed to determine the role of the requirements of total quality management of the environment in achieving social responsibility perspectives in the General Company for Pharmaceutical Industry in Nineveh Governorate, and the research community consisted of the company's employees using an intentional sample of (63) employees Where the arithmetic mean of the social responsibility variable was (3.27), with a high degree of approval, and the results indicated that there was a significant correlation between the main research variables.

Commenting On Previous Studies: In view of the previous studies, we find that most of them were applied to service sectors (education, health), while the current research was applied to the food industry sector, in addition to

that the community of previous studies dealt with (customers) in general, while the current research community is represented in the category (Managers/Owners), as they are entrusted with making decisions to implement total quality management in various institutions, and the researcher believes that these differences combined contributed to the distinction of the current research.

Conceptual Frameworks

First - The Concept of Total Quality Management: Muhammad (2017: 246) indicated in his definition of total quality management as a management philosophy that aims to achieve excellence in the quality of performance of the organization as a whole by meeting the needs of customers and employees. (Omari, 2017: 129) defined total quality management as a system that is used in I represent a group of integrated intellectual philosophies, administrative processes, statistical tools, financial and human resources with the aim of meeting the needs of the internal and external client alike. Teamwork, thus achieving the organization's strategic goals and having a sustainable competitive advantage.

And (Tawfiq, 2021: 209) defined it as the quality of everything, that is the quality in all the elements and components of the institution, and from this point of view it takes the nature of inclusiveness, because everything that the organization contains participates in determining what is offered to the consumer, and thus achieving his satisfaction or dissatisfaction. The researcher defines total quality management procedurally as: a set off integrated processes that the organization seeks to implement in order to improve the quality of its products in order to gain customer satisfaction and loyalty and retain them.

Second - The Objectives of Total Quality Management: One of the most important standards of total quality within business departments is that it is keen on controlling, following up, and developing tools for measuring the performance of various operations and activities within the organization. That is, total quality simply prevents more waste and waste, and the total quality process within any institution is concerned with the existence of a general policy and culture for that institution so that it focuses strongly on customers and ways to achieve their satisfaction, and that one of the most important goals of total quality management is that it seeks to ensure the improvement of quality Outputs of all kinds, whether services, products or

goods (Al-Kahlout, 2017: 22). The most important objectives of total quality management as indicated by (Modgil and Sharma, 2017, 514) the main objective of applying the total quality management program in companies is: developing quality for products and services while achieving cost rationalization in wasted time and effort in order to improve the service provided to customers and gain their satisfaction.

Third - The Importance of Total Quality Management: The importance of total quality is represented in raising the level of performance, improving the quality of services, reducing operating costs, working on improving and developing work procedures and methods, working on analyzing errors, having a better scientific climate, working on developing the leadership and management skills of the organization's leaders, and preventing the occurrence of problems instead of working on Correcting errors, and seeking to pay attention to small matters with the same amount of attention to large matters, and works to develop the skills of Employees by participating in the development of work methods and procedures (Saeed, 2019: 305), that total quality management is concerned with holding all parties involved in the production process accountable as Responsible for the overall quality of the final product, and from here, supporters consider the importance of applying the culture and principles of total quality management as it means striving to improve quality, increase productivity, reduce waste in production and marketing, and then provide products (goods or services) in a way that meets or exceeds customer expectations. The importance of applying the total quality management program in organizations in developing the quality of products with a reduction in costs and a reduction in Wasted time and effort to improve the product or service provided to customers and gain their satisfaction (Teixeira et al., 2019: 12).

Fourth - Total Quality Management Requirements: The topic of TQM has received considerable attention from researchers and those interested in management science, particularly the requirements for its application in organizations, gives its significant importance in improving and strengthening an organization's competitive position and retaining customers. This research addresses eight requirements cited in numerous scientific studies (Deshmukh, et al., 2023), (Al-Ani and Almarshhadani, 2024), which the researcher reviews as follows:

1. **Quality Awareness:** Man knew by his instinct based on sensing facts from sensory field experience that comprehensive planning that takes effective procedural steps is the best way to achieve the desired goals, and since design is planning that precedes work, awareness is represented in defining the vision in the light of comprehensive quality standards through A logical extrapolation that seeks to crystallize cognitive awareness capable of representing these standards as the reference frameworks through which one can judge the extent to which the teaching design process achieves the desired goals of the educational process, and meets the needs of its beneficiaries, especially developing the competence of the human element, and achieving the maximum possible investment of the available capabilities, because the path The methodological quality of teaching design is based on the continuous improvement of teaching methods, applying them to achieve the required change in knowledge, skills, and learners, and implementing comprehensive development programs (Saeed, 2019: 38)
2. **Awareness of Top Management:** The support and advocacy of senior management for the total quality management approach is the starting point and one of the most important requirements that help the successful implementation. Numerous researches confirmed that the commitment of senior management is the main driver of the application process, which leads to business excellence, and even significantly affects the quality of performance. The failure of senior management to do so makes quality just an idea and the improvement process just a slogan raised by the organization (Abdel-Razek and Hammadi, 2016: 305).
3. **Caring for Customers:** The process of caring for customers is represented by the fact that it includes some of the reasons that drive many organizations to link the operations of their suppliers with their own system, such as the costs of poor quality due to the low quality of purchased goods, the philosophy of production in a timely manner, and the necessity of having relationships with committed suppliers. It is difficult for companies to develop a level of the credibility and trust necessary to establish solid working relationships, and therefore organizations must use some tools, techniques and systems to establish an appropriate relationship with suppliers. Some of these systems include advanced purchasing, planning and scheduling systems, advanced planning and scheduling systems, and transport (Mortazavi et al., 2016: 4804).

4. **Participation Of Employees:** Total quality management requires a high level of participation from all employees, because quality is not achieved by the efforts and capabilities of an individual or a specific group of individuals, but rather it needs concerted efforts of all employees in the organization, each within the scope of his competence, and therefore the senior management knows The participation of Employees in improving the quality of operations and making and making decisions is represented in making and making decisions (Abdel-Razek and Hammadi, 2016: 306).
5. **Team Work:** The team works constitute the basic and pivotal method for achieving total quality management, and the team works refer to increasing the control of Employees over their work, and work to provide an atmosphere of mutual relations and participation, which is positively linked with the work to achieve job satisfaction for Employees, and through that The senior management activates the role of team works to improve quality and reach the achievement of the organization's goals (Abdel-Razek and Hammadi, 2016: 307) and (Arqawi et al., 2019).
6. **Effective Training:** the human element is the basis and most important in the success of management, and it constitutes an important requirement towards the application of total quality management inside and outside the organization, and accordingly the senior management seeks to achieve the objectives of training, which are represented by its importance that increases day after day, and that the future and its scientific and technical developments and changes Information technology will make organizations need many programs that carry many advantages and qualifications for all employees (Abdel-Razek and Hammadi, 2016: 305) and (El Talla et al., 2017).
7. **Incentive System:** The issue of incentives has received the attention of human behavioral scientists because incentives positively affect productive efficiency and the results of administrative activity. Total quality management to develop and adopt an important incentive policy for this purpose, and the system is represented by the quality manager rewarding Employees and identifying the teams and individuals who deserve due to their support in the application of total quality management. It is the goal, and therefore motivation is represented by appreciation and reward, which considers the human resource an important element in total quality management, as their appreciation and reward affects their motivation,

effectiveness, and job satisfaction more than any other administrative work, as it is considered one of the powerful tools to make Employees, as indicated by the study of (Sabkhawi, 2017: 226)

8. **Continuous Improvement:** Continuous improvement is a policy within the effective incentive system, which is based on the philosophy of continuous improvement that the organization reaches the desired state regardless of the success it achieved previously with regard to customer satisfaction, and the reason for this is due to the continuous change in the needs and desires of customers constantly. Which prompts the organization to make improvement activities a continuous process, and organizations tend to view quality as a process that is constantly improving and not a fixed product, and thus develops quality improvement processes (McLean et al., 2017: 219).

Benefits of Implementing Total Quality in Food Manufacturing Companies: There is a set of benefits that the company can achieve when it adheres to the requirements of total quality, the most important of which are: (Fotis and Dimitrios, 2014: 431-444) improving the profitability of companies and increasing their ability to compete in the market, increasing organizational effectiveness by reducing turnover and increasing loyalty Employees and their affiliation with the company, gaining customer satisfaction and maximizing market share through diversification of products in line with the development of customers' desires, strengthening the company's competitive position by preserving existing customers and attracting potential customers, and maintaining the company's vitality through companies seeking to renew their production processes as well as interest With the quality of its products, applying the philosophy of continuous improvement and adapting to environmental changes that occur constantly, and this ensures its survival and continuity in competition, and it is mentioned (Abdul Latif, 2015: 36) that organizations that apply total quality management achieve many benefits, including: maintaining the competitive position of the organization, and ensuring The organization has the flexibility of movement to face the successive changes in the environment, improve the quality of services and produced goods, work to improve and develop work procedures and methods, and work to increase The ability of organizations to survive and continue, and to create environmental conditions within the organization that encourage Employees to take responsibility in order to improve quality, and improve the

organization's ability to market its products and enhance its image with customers.

The Concept of Social Responsibility: Social responsibility is an ethical theory that suggests that any entity, whether an organization or an individual, has the responsibility to work for the benefit of society as a whole. Social responsibility is something that every organization or individual must adhere to in order to maintain a balance between the economy and environmental systems. Social activities are often characterized by simplicity and distinction, as it is the most comprehensive and appropriate concept according to the organization's tasks, which is its commitment to the community in which it operates through carrying out social activities that contribute to addressing some issues affecting that community, such as issues of fighting poverty, improving health services, pollution control, and others (Azzawi et al. al., 2013: 8), and defining an accurate concept of social responsibility is very difficult, due to the difference in the vision of each researcher in social responsibility in terms of obligation and responsibility. Undoubtedly, social responsibility is abundant in meanings, great aspects and dimensions, participatory among all, and inclusive of the multiple aspects of life. Social responsibility, as seen by (Abdel Moneim, 2017: 1), is an understanding of the social value of any action or behavior. It also means participation, non-negativity, an understanding of the common good, and liberation from anti-social tendencies. So the researcher defines social responsibility procedurally as a social and moral commitment undertaken by an organization towards its community in order to develop it economically and socially, as well as to preserve its environmental resources.

The Importance of Social Responsibility: The importance of corporate social responsibility does not depend on merely achieving financial or commercial gains, which inevitably happen. Rather, the matter goes far beyond mere profit, it means that the company is aware of its role and position in society, and what it must advance, and since corporate social responsibility is not mandatory, many companies may not feel the need to engage in it (Laghuil and Zamali, 2016). However, there are many reasons that drive companies to engage in these social activities, and we will simplify these reasons will be mentioned shortly, but what must be emphasized now is that whatever form social responsibility projects take, they are definitely a win for the company and society alike. Moreover, there are many hidden

aspects, or to say indirect ones, regarding the importance of corporate social responsibility, you may not imagine, for example, that the social role of a company will help it attract investors or reduce costs (Carol, 2016: 5).

Dimensions of Social Responsibility: There are many forms and dimensions of social responsibility derived from the teachings of the Islamic religion, and they dealt with different human aspects among members of society. His rights and duties within the framework of the group to which he belongs, through continuous programmed work to develop his abilities and energies from his early stages, which qualifies him in the future to preserve his identity and exercise his rights and duties with full awareness and responsibility to be qualified to communicate positively with his surroundings (Azzawi, Omar et al., 2013: 13-18), (Sujin, 2019: 12-16). The researcher justifies his choice of these three dimensions by that major management and marketing scientists have dealt with the primarily as dimensions of social responsibility, such as (Jobber, 2013), (Kotler, 2019). Therefore, the researcher reviews the tree dimensions as follows:

1. **Social Dimension:** The basic principle in this dimension of social responsibility is to search permanently for methods and methods that help improve the quality of life for workers and members of society, and this contributes to ensuring the survival, prosperity and development of the institution and improving its image in front of society, through its voluntary contributions with its funds and programs For the benefit of society by supporting development programs (Soliman, 2016: 495).
2. **Economic Dimension:** work to achieve profits, preserve capital and shares of investors, and participate in the development and economic growth of the state, meaning that the organization is economically feasible, and the social responsibility of the enterprise is first to achieve economic profits that enable it to cover future costs because if the enterprise is unable to achieve these Profits, they were unable to meet any other social responsibilities, therefore, social responsibility focuses on two dimensions, economic and social, and the researchers believe that both dimensions are important, and we cannot focus on one neglecting the other, but rather they must be in parallel with each other in order to achieve social responsibility in addition to achieving Profit for the rest of the parties that are affected by the institution's decisions, such as providing products to consumers at reasonable prices and jobs with fair wages for workers, all of this must be done within the framework of the

applicable laws and regulations, and the idea of economic responsibility in the first place includes focusing on achieving profits for owners, management, workers and shareholders (Arafa, 2022: 229).

3. **Environmental Dimension:** Here, the establishment adopts environmental standards and protects it by treating waste in all its forms and using purification work for industrial establishments that emit fumes and gases that are harmful to public health and the environment. From the surrounding environment, which came from its industrial activity, and may include more than that, such as air, water, and crops (Laghuil, and Zamali, 2016: 304).

Research Methodology: The researcher used the descriptive analytical approach, which is expressed in detail in order to clarify.

Research Population and Sample: The research population consisted of (112) food manufacturing company's (managers/owners) in the Gaza Strip, and a survey method was used. Where (112) questionnaires were distributed to the owners of the companies, and (104) questionnaires were retrieved at a rate of (92.9%), and this is shown in Table (1).

Table (1): It shows the distribution of the sample members according to the variables of the study

Variable		The Number	Percentage
Age Group	Less than 35 years old	4	%3.8
	From 35 years - 50 years	23	%22.1
	50 years and over	77	%74.0
The Total		104	%100
Type of Company	Solidarity / Normal	87	%83.7
	Private Contribution	17	%16.3
The Total		104	%100
Years of Service	Less than 5 years	0	0
	From 5 to less than 10 years	7	%6.7
	From 10-less than 15 years old	31	%29.8
	15 years and over	66	%63.5
The Total		104	%100

Study Tools: The researcher prepared a questionnaire on "the requirements of total quality management and its relationship to social responsibility among food manufacturing companies in Gaza strip". The questionnaire consisted of two main parts:

The First Section: personal variables and their number (3).

Section Two: Total Quality Management Requirements, which included (8) requirements.

The Third Section: the social responsibility of the food manufacturing companies in the Gaza Strip, which included (3) dimensions.

Validity of the Study Tools (Questionnaire)

Structural Validity of the Two Study Tools (Questionnaire): to verify the validity of constructing the study's standards. Table (2) shows the correlation coefficients between the rate of each dimension of the questionnaire and the total score of its dimension.

Table (2): The relationship between the dimension and the total score of the scales

#	Requirement	Number of Statements	Correlation Coefficient	Sig Value
The First Field: The Requirements Of Total Quality Management				
1.	Quality Awareness	5	0.848	**0.000
2.	Awareness of Top Management	5	0.834	**0.000
3.	Caring Of Customers	5	0.844	**0.000
4.	Participation Of Employees	5	0.884	**0.000
5.	Team Work	5	0.877	**0.000
6.	Effective Training	5	0.891	**0.000
7.	Incentive System	5	0.889	**0.000
8.	Continuous Improvement	5	0.830	**0.000
The Second Field: Social Responsibility				
1.	Social Dimension	5	0.862	**0.000
2.	Economic Dimension	5	0.843	**0.000
3.	Environmental Dimension	5	0.746	**0.000

Table (2) showed that the (total quality management requirements) scale and the (social responsibility) scale have strong correlation coefficients and are statistically significant at a significance level of less than 0.01, and this indicates that the scale has a high validity coefficient and measures what it was set to measure.

The Stability of the Two Study Tools (Questionnaire): To verify the stability of the study questionnaire, the stability steps were carried out on the survey method.

Table (3): The Stability coefficient (Cronbach's alpha) and the (partition half method) for the scales

The Scale	Number of Paragraphs	Cronbach's Alpha Coefficient
The First Field: The Requirements of Total Quality Management	40	0.970
The Second Field: Social Responsibility	15	0.832

Reliability Coefficients Using Cronbach's Alpha coefficient: It is shown from Table (3) that the Cronbach's alpha coefficient for the total quality management requirements scale is equal to (0.970), and that the Cronbach's alpha coefficient for the administrative empowerment scale is equal to (0.832).

The Scale of the Study

Table (4): The five-point Likert scale

SMA	Relative Weight	Degree Of Endorsement
1- 1.80	%36 - %20	Very Low
Greater than 1.80 - 2.60	greater than 36% - 52%	Low
Greater than 2.60 - 3.40	greater than 52% - 68%	Medium
Greater than 3.40 - 4.20	greater than 68% - 84%	High
Greater than 4.20 – 5	greater than 84% - 100%	Very High

Presentation and discussion of research results

Results related to:

Q1-1: What is the availability of total quality management requirements in the food manufacturing companies in Gaza strip?

To answer the question, the mean, standard deviation, and relative weight were calculated:

Table (4): Analysis of the total quality management requirements showing the arithmetic mean, standard deviation and relative weight

#	Dimensions	Mean	Deviation	Relative Weight	Arrangement	The Level
1.	Quality Awareness	3.32	0.64	66.5%	3	Medium
2.	Awareness of Top Management	3.37	0.68	67.3%	2	Medium
3.	Caring Of Customers	2.63	0.91	52.5%	8	Medium
4.	Participation Of Employees	3.25	0.78	65.0%	5	Medium
5.	Team Work	3.11	0.80	62.1%	6	Medium
6.	Effective Training	3.26	0.79	65.2%	4	Medium
7.	Incentive System	3.10	0.79	62.1%	7	Medium
8.	Continuous Improvement	3.39	0.62	67.8%	1	Medium
The First Field: The Requirements of Total Quality Management		3.18	0.65	63.6%	Medium	

It is clear from Table (4) that the requirements of total quality management in food manufacturing companies vary in terms of their strength, as the average degree of approval of the proposed areas in the scale as a whole from the sample's point of view was (3.18), and the relative weight of the areas as a whole was (63.6%). This indicates that the degree of availability of total quality management requirements in the food manufacturing companies in Gaza strip came to a medium degree, and the researcher attributes the result that indicates the respondents' satisfaction to a moderate degree with the role played by the requirements of total quality management in the food manufacturing companies to the respondents' high confidence in the company's role in quality Comprehensive, and the procedures followed by the company in setting technical specifications, granting quality certificates behind the description and continuous improvement processes to improve the quality of local products and carrying out many quality team services, effective training for workers and the

incentive system, in addition to the company's ability to quickly complete its tasks, and provide services in the fastest time and less costs, which led to an increase in respondents' satisfaction with the role played by the requirements of total quality management in food manufacturing companies, and this result is consistent with the result of the study (Shaker and Ibrahim, 2021), which came with a medium degree for the requirements of total quality management.

Results related to:

Q1-2: What is the reality of food manufacturing companies' commitment to their social responsibilities towards the Palestinian community in Gaza?.

To answer the question, the mean, standard deviation, and relative weight were calculated:

Table (5): Analysis of the dimensions of social responsibility showing the arithmetic mean, standard deviation and relative weight of a measure

#	Dimensions	Mean	Deviation	Relative Weight	Arrangement	The Level
1.	Social Dimension	2.56	0.45	51.2%	3	Low
2.	Economic Dimension	2.57	0.40	51.4%	2	Low
3.	Environmental Dimension	2.63	0.32	52.5%	1	Medium
	Dimensions Of Social Responsibility	2.59	0.32	51.7%	Low	

It is clear from Table (5) that the dimensions of social responsibility in food manufacturing companies vary in terms of their strength, as the average degree of approval of the proposed areas in the scale as a whole from the sample's point of view was (2.59), and the relative weight of the areas as a whole was (51.7%). This indicates that the reality of food manufacturing companies' commitment to their social responsibilities towards the Palestinian community in Gaza was low.

The researcher attributes the reason for this to the fact that the importance of corporate social responsibility does not depend on merely achieving financial or commercial gains, but rather the matter goes far beyond mere profit, It means that the company is aware of its role and position in society, and what it must advance, and since corporate social

responsibility is not mandatory, many companies may not feel the need to engage in it, but what must be confirmed now is that whatever form social responsibility projects take, they are certainly A win for the company and society alike, and this result is consistent with the study (Kharoubi et al., 2021), which came with a low score.

Results Related to Research Hypotheses

Results Related to:

Ho: There is no statistically significant relationship at the level ($\alpha \leq 0.05$) between the requirements of total quality management and the promotion of social responsibility for food manufacturing companies.

Table (6): The relationship between the requirements of total quality management and the promotion of social responsibility for food manufacturing companies in Gaza strip

Domains	R-Value	Significance Level	Indication
Quality awareness and social responsibility	0.572	0.000	Sig.
Awareness of top management and social responsibility	0.621	0.000	Sig.
Caring for customer and social responsibility	0.520	0.000	Sig.
participation of employee and social responsibility	0.599	0.000	Sig.
Team work and social responsibility	0.566	0.000	Sig.
Effective training and social responsibility	0.582	0.000	Sig.
Incentive system and social responsibility	0.602	0.000	Sig.
Continuous improvement and social responsibility	0.633	0.000	Sig.
Total quality management requirements and the promotion of social responsibility	0.676	0.000	Sig.

As shown in Table (6), there is a statistically significant relationship at the level of significance ($0.05 \geq \alpha$) between the requirements of total

quality management and the promotion of social responsibility for food manufacturing companies in Gaza strip, where the value of the correlation coefficient was (0.676) and the statistical significance was less than(0.05). This indicates that there is a relationship between the requirements of total quality management for food manufacturing companies and the promotion of social responsibility, and that the relationship between them is direct. The researcher attributes this to the fact that access to a comprehensive quality management, with all its aspects and details, and the application of all its standards, leads to the success of senior management in the food manufacturing companies, the success of its various programs, and the implementation of its plans and visions, and all of this leads to strengthening the social responsibility of the workers in the company.

Results:

The following Results were reached:

- ❖ There is a significant correlation between all the requirements of total quality management and the dimensions of companies' social responsibility under study.
- ❖ Low quality levels of Palestinian products, and the absence of a clear philosophy for implementing TQM in Palestinian Food Manufacturing.
- ❖ Poor competitiveness of Palestinian products compared to imported goods due to their neglect of the continues improvement process.
- ❖ Lack of interest in quality training, and a lack of budget allocations for this purpose.
- ❖ The absence of a governmental role in quality control, and ensuring companies' commitment to social responsibility toward Palestinian citizens.
- ❖ The companies under study showed little interest in preserving the environment and reducing pollution, as well as in supporting segments of society economically and socially.
- ❖ Recommendations
- ❖ Dedicate greater attention to implementing quality standards in food products, and encourage the establishment of quality circles and provide them with adequate training.
- ❖ Encourage food manufacturing companies to provide in-kind and financial assistance to the poor segments of Palestinian society, especially the youth.
- ❖ Encourage food manufacturing companies to implement environmental stewardship standards and reduce environmental pollution.

- ❖ Providing customers with adequate attention and care by providing quality products to satisfy their needs and gain their loyalty, moreover supporting economically disadvantaged students and providing them with job opportunities to ensure a decent life.

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