

تحديد أثر مبادئ إدارة الجودة الشاملة في الأداء الإستراتيجي

دراسة استطلاعية لآراء عينة من القيادات الجامعية

المستخلص

(TQM)

(TQM)

Abstract:

The management of the overall quality (TQM) of the philosophies that gained the attention of a large number of leaders and managers, practitioners and academics, as one of the prevailing management philosophies and desirable in the current period, is associated with the concept of quality itself, which shows the overall features and characteristics and attributes that related to the service and meet the needs of beneficiaries phenomenon and full, as was the concept of strategic performance with a significant level of interest from organizations because it is closely linked to the success of the organization in light of the changing competitive environment. These were the study in an attempt to see how a clear vision of the university leadership for total quality management and its principles, and performance indicators at the strategic application of the principles (TQM), which is reflected in turn strengthen the capacity of universities to survival, growth and competition, P demolishes the present study analyzing the nature of the relationship between the principles of total quality management and strategic performance in the study sample and the impact of application in strategic performance. The current study has adopted a set of indicators and statistical tests with a view to a scientific approach can be adopted for the University of the principles and applications contained in the above and, finally, the study found a set of conclusions and field theory, which was drawn on to provide a set of recommendations consistent with these conclusions.



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المبحث الأول- المنهجية العلمية

Statement of the Problem : -

Importance of the Study: -

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Objectives of the Study: -

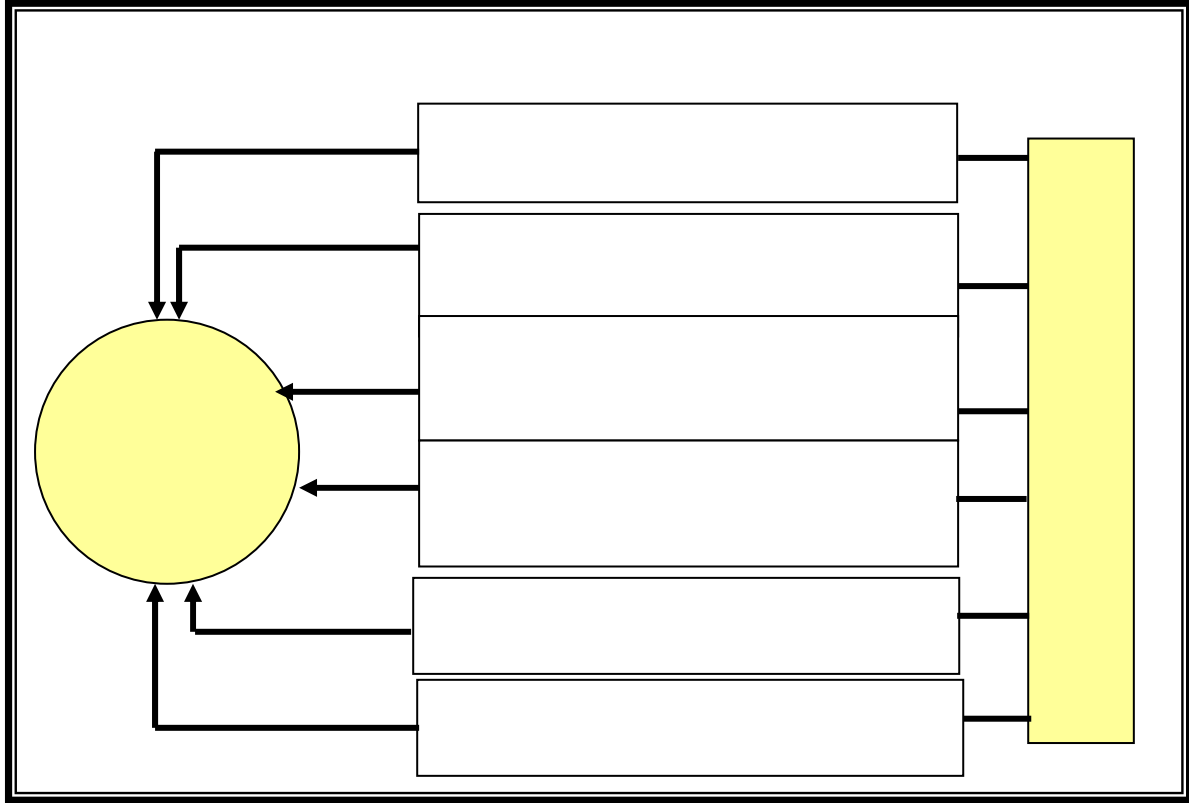
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The default model under study :



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Society and the study sample : -

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Reliability of Study Instrument: -

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(%91)

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(% 75)

(Cronbach Alpha)

.(Sekaran 1984) %(60)

Validity of Study Instrument:**-1**

.(Best,2001 :172)

(1983:126)
(% 75
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Reliability of Study Instrument :**-2**

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**المبحث الأول- الإطار النظري للمبحث****Total Quality Management:**

Total Quality Management Concept :
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(BQA)

:(2008

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(1993)

:(Management) ❖

:(Quality) ❖

:(Total) ❖

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(Evans,1997:45)

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(Daft,2001:142)

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(Riley,1993:32)

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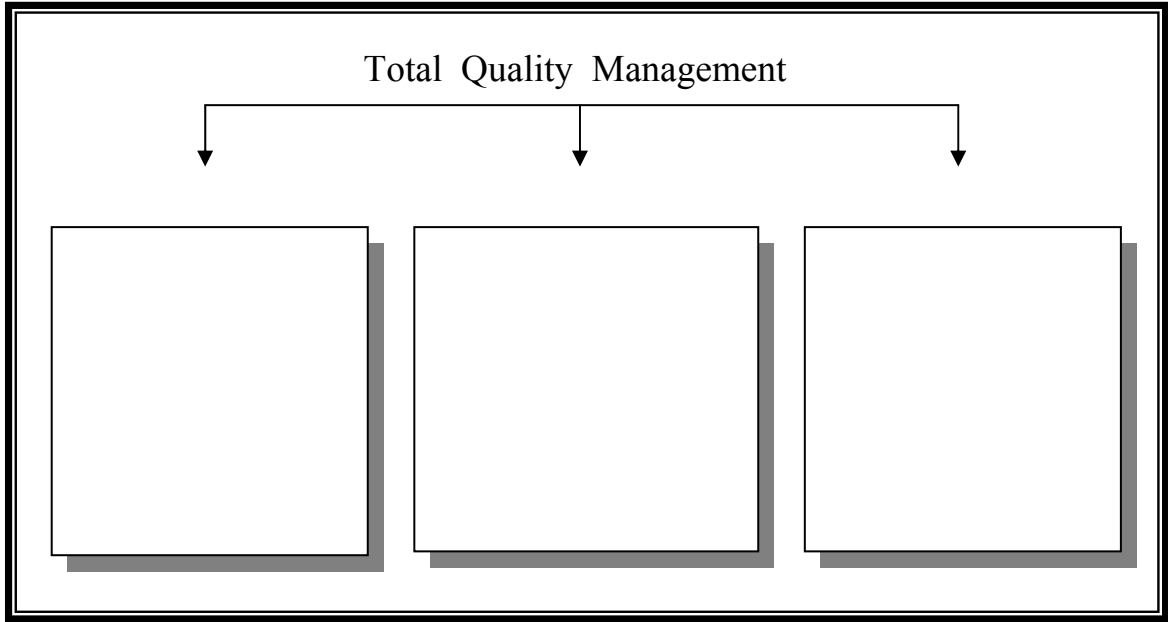
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TQM



TQM

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.(456 :2004
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(Rhodes,1992:45)

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(98 :2004

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The Importance of Total Quality Management :

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Total Management Quality (TQM)

.(5: 1999)

-(10: 1999)





Total Quality Management Principles:

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:(Feigenbaum,1991:15-16)

: *Focus on customer*

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(Krajewski & Ritzman,2008)

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(Kotler,2000:4)

() :2004 :332.

Employee Involvement and Empowerment:

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:(Hazier & Render,1999:82)

Continuous Improvement :

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.(Iso, itc,1996:97)

: (Fran,1995:50-56)



Top Management Commitment :

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Long-Term Commitment

:(Griffin,1999:644)

(TQM)



Education and Training :

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(245 :2008)
(TQM)

Make Decisions Based on Facts :

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(22 : 2003)

(TQM) (368 :2004)

(Zaha & Kaufman)

TQM

(Langford)

(Huang,1994:123)

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.(Huang,1994:125)

Total Quality Management Objective

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(Arnold,1998:417)

(33 :2000)

(41 :2001)

(58 :2001)



Strategic Performance: -
The Concept of Strategic Performance : -1

() (2006).

() (1998 :7).
 () (2004 :267).

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 () (2006 :12).

() (Cokins,2003:65)

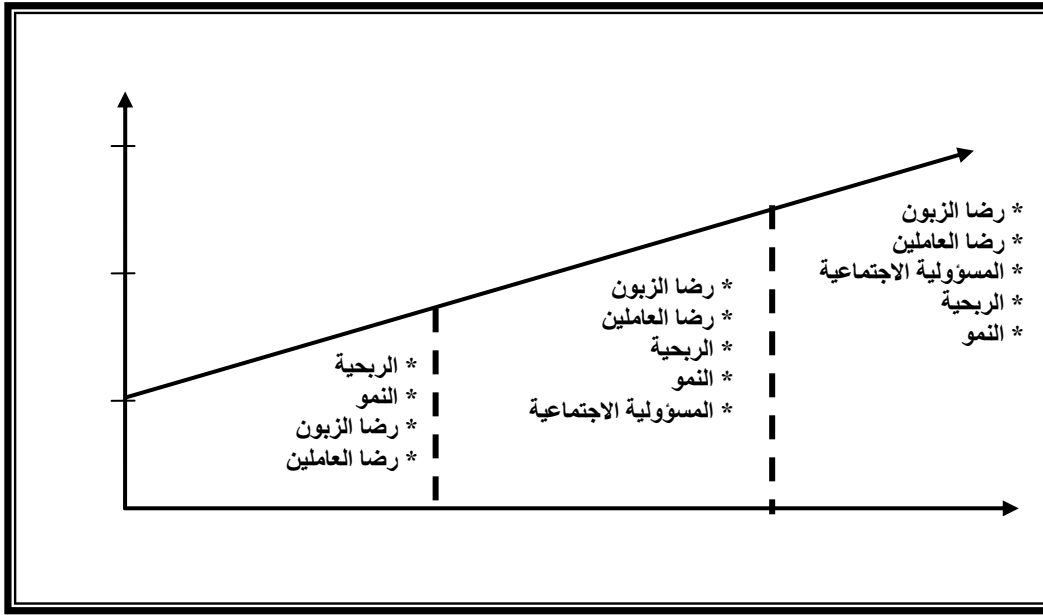
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 (Glunk & Wilderom,2000:120)

:(Operational Performance) -1

:(Social Performance) -2

(Overall Performance) -3

(3) (Ansoff & Medonnelg,1990:204)



Source: Ansoff, H. & McDonnell, (1990), "Implanting Strategic Management", 2nd ed., prentice-Hall, P:204.

(25-3)

(2004 :265)

The importance of Performance : -2
(Czepile,1992)

(Ginsberg & Vankatraman,1985)

- () - :

(1998 :42)

(Hofer,1980)



(.....)

(2004 47)

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Methods of Measurement of Strategic Performance

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 (1997 :43)
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 (2001) .()
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 " (2001 :220) ()
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(WWW.balanced scorecard)

(SPM).Strategic Performance Measurements

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 (2009 :150)



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(Hofer,1983)

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.(Tennifer,2000:3)

() :2009 :165

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() :2001 :25



المبحث الثاني- الإطار التطبيقي للبحث

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N=32

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%81.8	20.70	0.85	4.09	-	2	3	17	10	X1
%79.2	30.30	1.20	3.96	1	5	2	10	14	X2
%69.2	36.41	1.26	3.46	2	7	5	10	8	X3
%85	20.47	0.87	4.25	-	2	3	12	15	X4
%74.6	26.93	1.01	3.75	-	5	6	13	8	X5
%77.96	26.41	1.03	3.90						

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(4.25)

(%85)

(X4)

(20.47)

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(0.87)

(3.46)

(%69.2)

(36.41)

(X3)

(1.26)



N=32

(4)

%86.6	13.76	0.61	4.43	-	1	2	14	15	X6
%46.8	49.14	1.15	2.34	6	18	1	5	2	X7
%58.6	36.51	1.07	2.93	2	12	5	12	1	X8
%58.4	41.55	1.23	2.96	3	11	6	8	4	X9
%60.6	43.89	1.33	3.03	4	9	8	5	6	X10
%62.2	39.19	1.07	2.73						

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(X6)

(0.61)

(4.43)

(%86.6)

(13.76)

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(X7)

(49.14)

(1.15)

(2.34)

(%46.8)

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N=32

(5)

%71.8	27.01	0.97	3.59	-	6	6	15	5	X11
%65	36.61	1.19	3.25	2	8	7	10	5	X12
%63.6	34.27	1.09	3.18	-	11	9	7	5	X13
%52.4	37.02	0.97	2.62	2	16	7	6	1	X14
%58.6	40.27	1.18	2.93	3	11	6	9	3	X15
%62.28	34.72	1.08	3.11						

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(X11)

(%71.8)

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(2.93)

(%58.4)

(X15)

(40.27)

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N=32

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%78	24.61	0.96	3.90	-	4	4	15	9	X16
%56.8	45.42	1.29	2.84	3	15	3	6	5	X17
%61.8	33.0	1.02	3.09	1	10	9	10	2	X18
%67.4	32.34	1.09	3.37	1	7	8	11	5	X19
%60.6	36.96	1.12	3.03	2	9	11	6	4	X20
%64.9	33.64	1.09	3.24						

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(3.90)

(X16)

(%78)

(24.61)

(0.96)

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(2.84)

(%56.8)

(45.42)

(X17)

(1.29)

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N=32

(7)

%52.4	40.83	1.07	2.62	3	15	7	5	2	X21
%63.6	33.33	1.06	3.18	1	10	5	14	2	X22
%74.2	25.60	0.95	3.71	-	4	8	13	7	X23
%67.4	29.67	1.0	3.37	-	7	11	9	5	X24
%80.6	23.07	0.93	4.03	-	3	4	14	11	X25
%67.64	29.58	1.0	3.38						

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(X25)

(%80.60)

(23.07)

(0.93)

(4.03)

(X21)

(%52.4)

(40.83)

(1.07)

(2.62)



N=32 : (8) (8)

%48.6	41.09	1.01	2.43	3	19	5	3	2	X26
%58	41.37	1.20	2.90	3	12	5	9	3	X27
%60.6	37.60	1.20	3.03	2	12	5	9	4	X28
%55	41.56	1.13	2.75	4	10	11	4	3	X29
%58.6	39.54	1.10	2.93	4	7	9	11	1	X30
%56.16	40	1.12	2.80						

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(37.60) (1.20) (3.03) (X28)
 (%60.6)

(X29)
 (41.56) (1.13) (2.75)
 (%55)

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(4.03) (Y1)
 (%80.6) (23.07) (0.93)

(Y5)

(2.43) (%48.6) (41.56) (1.01)



N=32

(9)

%80.6	23.07	0.93	4.03	-	3	4	14	11	Y1
%67.4	32.34	1.09	3.37	1	7	8	11	5	Y2
%69.2	36.42	1.26	3.46	2	7	5	10	8	Y3
%58.6	36.52	1.07	2.93	2	12	5	12	1	Y4
%48.6	41.56	1.01	2.43	3	19	5	3	2	Y5
%64.88	33.02	1.07	3.24						

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(TQM)

(TQM)

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:(H₀):(H₁)

(t)

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							TQM
(0.59) rs	(0.55) rs	(0.73) rs	(0.65) rs	(0.45) rs	(0.58) rs	(0.60) rs	
*(4.86) t	*(4.78) t	*(9.34) t	*(5.23) t	*(3.70) t	*(4.82) t	*(2.53) t	
* 0.05							t 1.671 = 0.05

(t)

.(0.05)

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(TQM)

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F		R ₂	TQM	B ₀	
			B ₁		
204.55	3.92	67.4	0.836 *(14.30)	0.311	

$P < 0 > 05$, N = 32 . D.F= (99.1)
(10)

(67.4) (204.55) (F) (R2) (67.4) (99.1)
(32.6)

.(12)

TQM

(12)

F		R ₂		B ₀	
			B ₁		
52.80	3.92	40.3%	0.601 *(7.41)	1.02	
81.05	3.92	45%	0.606 *(9.1)	1.30	
125.2	3.92	57.%	0.647 *(11.63)	0.94	
144.11	3.92	59.5%	0.590 *(11.64)	0.73	
117.54	3.92	54.5%	0.682 *(12.82)	1.59	
150.80	3.92	60.4%	0.650 *(12.00)	1.05	

$P < 0 > 05$, N = 32 . D.F= (99.1)

t *()

TQM

(X)

(0.05)

(F)

(Y)

(F)

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TQM

(R2)

(57.%) (45%) (40.3%)

TQM

(60.4%) (54.5%) (59.5%)

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(12)

(B)

(T)

(B)

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الاستنتاجات والتوصيات

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مصادر البحث

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- 2) (1978) (
- 3) (2001) (
- 4) (2009) (
- 5) (2000) (
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- 7) (2003) mutahkh@gmail.com (
- 8) (2004) :
- 9) (1998) :
- 10) (2003) :
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