

Determining the impact of TQM principles on strategic performance

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Abstract

- ▶ This research attempts to determine the impact of the principles of TQM on the strategic performance of the universities. This topic is of relatively important because TQM principles prioritize strategic performance indicators for the current research sample and its contribution to enhancing the University's viability, growth and competitiveness. Based on the above, a research model was developed to determine the nature of the relationship and the impact between TQM principles and strategic performance. The data was collected through a questionnaire distributed to 32 member of Cihan University Faculties. The data was analyzed by SPSS Software.
- ▶ The result shows the university's interest in all the principles of TQM in terms of continuous improvement, decision-making based on information, commitment of senior management, and customer focus. There is a significant correlation between the principles of TQM and strategic performance. Also, there is a significant impact between the principles of TQM and strategic performance.


1.1 Problem Statement

- ▶ The problem of this research is limited to identifying the impact of the principles of Total Quality Management on strategic performance in a sample of the faculties of Cihan University the University. The problem of research is: Does poor quality and lack of understanding of TQM impacts strategic performance?

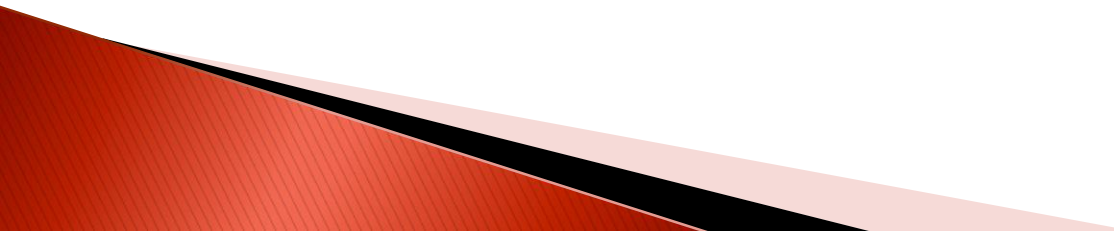
1.2 Importance of the Study

- ▶ The importance of research examines the impact of the principles of TQM on the strategic performance of the Cihan University and its faculties, so it will provide a guide for the employees concerned with the development and improvement in the provision of educational and professional services. Colleges and colleges have a significant impact on the work environment and overall strategic performance by reviewing two research methodologies that are very contemporary (TQM principles and strategic performance) to achieve a better understanding of and understanding of their concepts and objectives.

1.3 Objectives of the Study:

- ▶ The research aims to determine the nature of the relationship and impact between the principles of TQM and the strategic performance of the university leaders and to diagnose and show them at the level of the research sample. The research aims to achieve the following:
 - ▶ Description of the principles of TQM and its findings for the research sample.
 - ▶ Determination of the contents and theoretical and practical implications and limits of this relationship for university leaders.
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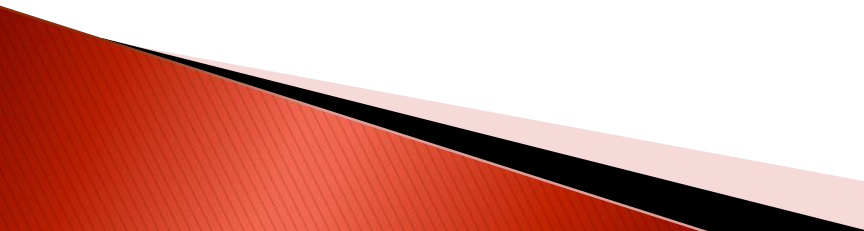
1.4 Research Hypothesis

- ▶ **Hypothesis 1:** There is a significant correlation between the principles of total quality management and performance in the research sample.
 - ▶ **Hypothesis 2:** There is a significant impact of the principles of TQM in strategic performance for sample search.
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Study model

Independent Variable		Dependent Variables
Strategic Performance	Continuous Improvement	Principles of TQM
	Focus on Customers	
	Focus on customers	
	Commitment of senior management	
	Employees integration and participation	

Conclusions

1. The present research leads to the following conclusions:
 2. The TQM philosophy is an appropriate administrative approach to coordinate human resource efforts in all aspects of academic and administrative work in educational organizations and thus contribute to positive changes that raise the efficiency of higher education performance.
 3. The development of university leadership capabilities is an important requirement because this will enable the change in their institutions and departments to be organized and humane. By understanding the dynamics of university work, communicating with modern strategies in organizational development in higher education institutions, applying development planning and management methods, and management skills through total quality applications.
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Recommendations:

- ▶ It requires needs to develop systems to evaluate the performance of faculty members commensurate with contemporary trends in higher education, taking into account the culture of mastery, and familiarity with the scientific methods to evaluate university performance.
- ▶ Educational leaders should put the university president and his assistants and deans of the faculties and heads of scientific departments and others of the importance of the availability of awareness and interest in direct and indirect support about the future visions that the university to pursue in raising the level of performance of the faculty member. This is done through the acquisition of the cognitive and scientific skills required by the leadership, function, and to increase their ability to think creatively so that they can adapt to their work and function.
- ▶ The need for colleges to measure performance indicators from time to time to identify the strengths and weaknesses that exist and to know its competitive position compared to similar colleges.

Thank you

