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Marketing the work of smart management and its impact on the promotion of total quality management

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Abstract

The purpose of this study is to identify the impact of the marketing of smart management business in the promotion of total quality management, because of the current business environment in the development and continuous change in marketing areas, and to indicate their impact as an explanatory variable to total quality management as a dependent variable. DESIGN AND METHODOLOGY The problem of the study was determined by several questions, the most important of which is whether the management of the Middle East Bank investment bank is an intellectual perception of the marketing of smart management and its dimensions and what is the bank's ability to research in the promotion of total quality management. In order to achieve the objectives of the study, The sample of the study was selected in the Middle East Bank in Baghdad governorate. The study population was 133 individuals at all administrative levels. A random sample of (118) workers was targeted in the middle and upper administrations of the bank. R a number of assumptions concerning the main and sub-effect relationships between the variables of the study, and use the program ((Excel 2007, Spss for the purpose of data processing. Conclusions The study reached a set of theoretical and applied conclusions, most notably the impact of smart business management on the promotion of Total Quality Management (MQM) of the Middle East Bank. The study concluded with a set of recommendations in the light of the conclusions reached.

Keywords: Smart Management, Smart Organization, Smart Business Management, Marketing, Total Quality Management

Comercializar El Trabajo De Gestión Inteligente Y Su Impacto En La Promoción De La Gestión De Calidad Total.

Resumen

El propósito de este estudio es identificar el impacto del marketing de las empresas de gestión inteligente en la promoción de la gestión de la calidad total, debido al entorno empresarial actual en el desarrollo y el cambio continuo en las áreas de comercialización, e indicar su impacto como una variable explicativa a la gestión de calidad total como variable dependiente. DISEÑO Y METODOLOGÍA El problema del estudio fue determinado por varias preguntas, la más importante de las cuales es si la administración del banco de inversión del Banco del Medio Oriente es una percepción intelectual del marketing de la administración inteligente y sus dimensiones y cuál es la capacidad del banco para Investigación en la promoción de la gestión de la calidad total. Para lograr los objetivos del estudio, la muestra del estudio fue seleccionada en el Banco del Medio Oriente en la gobernación de Bagdad. La población de estudio fue de 133 individuos en todos los niveles administrativos. Se apuntó una muestra aleatoria de (118) trabajadores en las administraciones media y alta del banco. R una serie de supuestos sobre las relaciones principales y de subefectos entre las variables del estudio, y usar el programa ((Excel 2007, Spss para el procesamiento de datos. Conclusiones El estudio llegó a un conjunto de conclusiones teóricas y aplicadas, la mayoría notablemente el impacto de la gestión empresarial inteligente en la promoción de la Gestión de la Calidad Total (MQM) del Banco de Oriente Medio. El estudio concluyó con un conjunto de recomendaciones a la luz de las conclusiones alcanzadas.

Palabras clave: Gestión inteligente, Organización inteligente, Gestión empresarial inteligente , Marketing, Gestión de calidad total

The Introduction

The world has seen rapid changes that have put pressure on business organizations. The twenty-first century is characterized by the focused knowledge that has led to the organization's shift from attention to tangible physical assets to attention to intangible intangible assets. Smart management of business marketing refers to the applications and technology used to collect data on the bank's oper-

ations Providing access, analysis and transformation to information. Smart Business Management has the ability to change the way an individual works and to enable banks to compete more effectively and to help integrate their innovations into the best The Smart Business Department helps banks analyze changing trends in the labor market, changes in consumer behavior and spending patterns, and smart management is a key pillar in promoting competitiveness, enhancing the Bank's economic performance. The level of the bank achieves in one way or another the overall quality of the organization concerned, and the overall quality in the modern era is one of the basic directions of any organization and represents one of the competitive advantages it possesses compared to other organizations, and There has been increasing interest in studying and analyzing the most important factors and challenges that have affected the quality and effectiveness of management in recent times, as a result of the many developments witnessed by the world because they have distinct characteristics that are difficult to imitate and simulated by competitors.

The first axis: methodology of research

A: The problem of study (the study's problem)

Organizations work in the changing environment, possibly due to knowledge and applications in information and communication systems. The human resource is the real resource of the nations is the purpose and means to achieve the overall quality, so we found it important to research in the management of smart business practice in the field of banks, especially the Bank of the Middle East Ahli as one of the banking institutions incubator of real banking knowledge where the study was an important contribution to access to indicators and the implications of building Smart Management. This means the need to build organizations with distinct characteristics in order to meet and respond to those challenges.

Today's organizations are working to employ TQM and adapt the work requirements and individual requirements, including the quality of their social and family life, as well as focus on the key elements of creativity in the workplace by containing employees, equity and

involvement in decision making and enabling them to take the lead and guidance Self-image of themselves and their work, and from the pursuit of organizations to use all their energies and core capabilities to achieve their goals according to the entrance of the intelligent administration. In the context of the above presentation, the problem of the study is reflected in the main question: "What is the role of smart management and marketing of business in the promotion of TQM In light of the above question arises the following sub-questions:

1. What level of application of smart management practices in the organization is being investigated?
2. Is there sufficient awareness among the managers of the organization concerned about the concept of smart business management and what are the means of developing it?
3. Does intelligent management contribute to the enhancement of the organization's smart dimensions?

B - The importance of study (The study of Importance)

The importance of the study comes through the following:

First: - The theoretical importance: -

1. The importance of intellectual and basic concepts for the subjects of the study and its role in stimulating the specialized institutions by providing a theoretical framework for the variables of the study (smart business management) and (Total Quality Management) to manage the organization in question and its employees as well as building a solid base that can be used practically and theoretically To enrich future studies.
2. The importance of TQM as a philosophy and alternative approach to the traditional management used by organizations to achieve success, improve performance and achieve customer satisfaction, and have a role in supporting and improving the performance of organizations working in the service and commodity sectors.

Second: - Scientific importance: -

1. Focus on a vital sector in the Republic of Iraq, represented by the banking sector.
2. Keeping abreast of developments in the world in order to reach as much competition as possible in the local and international market.

3. Directing the Bank's management to conduct research on the most prominent concepts of smart management and total quality management.

A: The study of objectives

The study aims to achieve a set of goals which can be summarized as follows:

1. To review the concepts related to the variables of the present study, such as (Intelligent Business Management) and conceptual framework, in the framework of drawing a different intellectual picture, to prepare a theoretical framework regarding the linkage between the variables of the study. And to clarify the relationship between them cognitive accumulation is added to the literature written in this area.
2. Explain the contributions and intellectual and philosophical components of the variables of smart business management and TQM.
3. Identify ways to improve the application requirements of Smart Business Management to harmonize the application of TQM requirements.
4. Determine the nature of the relationship between smart business management and total quality management.
5. Test the impact of Smart Business Application in Total Quality Management.
6. To provide a set of recommendations and proposals for the development of the work of the organization in order to adopt the practices of smart business management in the promotion of TQM.
7. Identify the level of smart management of business in terms of existence and the possibility of development and work, and identify the characteristics and dimensions in the field in question, to improve their performance and create an atmosphere of confidence and cooperation in them.

D: Hypotheses of the study)

The hypothesis of the study is based on the presentation of the statistical hypotheses of the previous empirical and applied studies and their use in the formulation and presentation of the hypotheses of the current study to link the variables.

The first hypothesis: -

1. There is a statistically significant correlation between smart business management and total quality management at the macro level and the level of dimensions.

Is there a significant statistical correlation between business management and continuous improvement?

B - There is a significant statistical correlation between the intelligent management of business and decision-making based on information?

C) There is a significant statistical correlation relationship between smart business management and senior management support?

The second main hypothesis: -

2. There is a significant correlation between TQM and Smart Business Management, with the following sub-assumptions:

a. Is there a significant correlation between TQM and adaptation?

B. Is there a significant correlation between TQM and sustainability?

T. Is there a significant correlation between TQM and environmental understanding?

W. Is there a significant correlation between TQM and ingenuity?

Fifthly. The limits of the study

The limits of the current study are clear in light of the temporal, spatial and research boundaries as follows:

1. Spatial boundaries: This study was applied to the Middle East Bank in Baghdad.

2. Time Limits: The study is determined for the period from 1/2/2018 to 7/5/2018

3. Human Boundaries: The sample includes members of the bank (top and middle management).

4. Knowledge boundaries: The current study deals with two main variables: (Smart Business Management and Total Quality Management).

E: The study of plan

Methodological treatment of the problem of study in the light of its theoretical framework and its field implications requires the design of a default scheme, as shown in Figure 1, which refers to the logical relationship between the variables of the study as an expression and reflection of the proposed questions in the study problem and its field objectives. For business), and includes four dimensions (adaptation, sustainability, understanding of the environment, ingenuity). These dimensions have been eclipsed by reference to important studies in human resources management and reference to their standards. Such as Schwaaninger (2001).

The dependent variable (TQM) and its dimensions are (continuous improvement, decision making based on information, support of senior management). These dimensions have been reduced by reference to important studies in TQM and reference to their standards, such as Al-Tai et al., 2013 (Najjar, 2015). As illustrated in Figure 1,

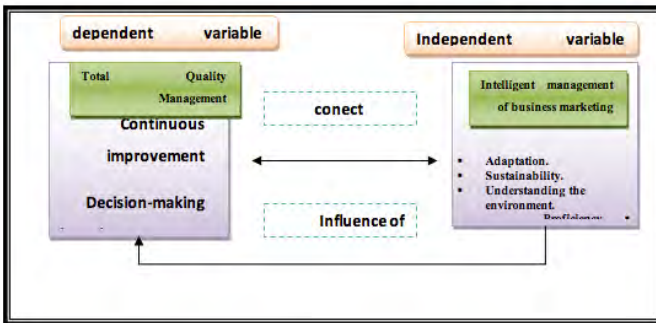


Figure (1) The outline of the research

The first diagram of the proposed scheme is the smart management of business marketing and its dimensions (adaptation, sustainability, understanding of the environment and ingenuity), which help to strengthen and activate organizations to be more competitive and to occupy a competitive and pioneering position In the market, while the second axis was represented in the dimensions of TQM (continuous improvement, decision making based on information, support of senior management, focus on the customer).

And: Society and study sample: - (Society and study sample)

The banking sector was chosen as a research society. The Bank of the Middle East was chosen as a field of research, and one of the most important reasons for choosing this banking institution is that it is one of the typical private institutions in Iraq, which includes a number of consultants and specialists in the financial sector and professionals and managers with experience and high potential. The sample was randomly selected. The sample size was (118) individuals. Table (1) illustrates some characteristics of the sample as follows:

Table (1) Characteristics of the sampled sample

Years of service		Social status		certificate		sex	
22	Less than 5 y	89	Married	66 45 7	B Institute Middle school	83	Male
38	From 6-10 y	29	single			35	female
43	From 11 -20						
15	More than 20 y						

Table (1) shows that the percentage of male employees in the organization surveyed is higher than that of females. Most of the respondents are university graduates and have a service of more than 11 years. This can help increase accuracy and satisfaction. When answering the paragraphs of the questionnaire, and thus will reflect the ability of the researcher to achieve the objectives of his research.

G: Data collection tool

The data were obtained in a questionnaire based on a number of ready-made measurements after they were adapted to the current research purposes. Table (1) clarifies the variables of the main questionnaire and its sub-dimensions and the measures adopted in preparing them:

Table (1) Main and subsidiary research variables and approved measures

measured	items	Sub-exclusion	Variable type	Key variables	s
The model adopted in the Karawi study, 2015	3-2-1	Adaptation	Independent variable (responsive)	Smart Management for Business Marketing	1
	7-6-5-4	Sustainability			
	12-11-10-9-8	Understanding the environment			
The model adopted in the study (Najjar and others, 2015)	-17-16-15-14-13-20-19-18	Continuous improvement, decision making, senior management support	Child Variable (Respondent)	Total Quality Management	2

The questionnaire was presented to a number of arbitrators specialized in the fields of business administration, measurement and evaluation. (6) In light of the observations and opinions of the arbitrators, the paragraphs of the questionnaire were amended and deleted. Most of the paragraphs of the questionnaire (89%). To verify the stability of the research tool, it was applied to a survey sample of (20) individuals from the research community. After 10 days the questionnaire was redistributed again to the same group. "Cronbach Alpha" (83%) is Cronbach-Alpha And its statistically significant at the same time, this means that the resolution of various Bmqaaasha high stability can be adopted at different times for the individuals themselves and give the same results

H: search tools study's tools))

1. Data Data Tool: Data obtained by means of questionnaire numbers based on the five-dimensional Likert scale, based on a number of measurements prepared according to the views of a number of researchers and writers.

2. Data analysis tools: The statistical program (SPSS) was used in the introduction and analysis of research data, and the most important statistical tools used in the following analysis:

The arithmetic mean.

Standard deviation.

Spearman correlation coefficient.

Simple linear regression.

I: Data collection method: -

Case Study: - The fact that this method combines more than one method of research at the same time is a query, questionnaire and personal interview that leads to access to information directly.

2. Interviews.

3. Field living.

4. See many documents and reports of the two companies.

The second axis: Theoretical side

First: The concept of smart management of marketing business: -

The concept of smart management of business marketing is a contemporary concept that calls for change in the way organizations are managed, taking into account the implications of learning, training, development and participation. The goal is to maximize the organization's intelligence while adapting to environmental changes, Positive with change There are many definitions of smart management by the number of writers and researchers, and before the introduction to the definition of intelligent management must know what is intelligence Intelligence can be defined as "the ability that flashes the processes of the mind of the organization (management) (Cottrell, 2003; 50) Intelligence as "the ability to transfer and transform knowledge and skills when tasks arise New. "Depending on the definition of intelligence, intelligent management can be defined as" knowledge-based or semi-integrated management in areas where it operates, supervises, or directs toward knowledge. " Or "all intelligent individuals, talented and creative scientific and technical applications in addition to data and information that facilitate the completion of business and achieve goals as quickly and at the lowest cost and the highest profits of the Organization." (Seren, 2001: 56). Stief 2000 defined it as "the complete knowledge of things in the higher and complex processes of the human mind, which includes the processes of cognition of things and the full understanding of problem solving by employing the human mind with advanced technology (Stief, 2000: 7) As "all intelligent individuals, talented and creative and practical and technical applications in addition to data and information that facilitate the completion of business and achieve the

goals as quickly and at the lowest cost and the highest profits in the organization.” (Al-Araiawi, 2011: 7) and known as “the process of sharing knowledge and skill. It has also been identified as “the ability of the organization to detect and respond to environmental changes as soon as possible by exploiting its financial and non-financial resources to interact with the opportunities that have been sensed”

Second: - The importance of intelligent departments: - What distinguishes the smart departments from the traditional departments is to identify the responsibilities and tasks and diversity of expertise and the diversity of skills of individuals in a personal capacity and hence stems the importance of smart departments and as follows:

1. To have the brains that are distinguished by their intelligence and ability to invest the rest of the resources and to harness those resources in order to create a competitive advantage for the organization (Finkelstein & Jackson, 2005; 6)

2. Has the ability and ability to constantly develop itself using the latest technological means as well as its ability to bring about lasting change with the sustainability of its awareness of its goals and trends (Hanebeck, 2000: 30)

3. Renewal, adaptation and the pursuit of survival from the term self-management assessment to smart management.

Third: The characteristics of smart management: - Smart management is originally a sustainable management, and the process of sustainability has a number of meanings in fact, and we will focus on the importance of meanings in the management and as follows: -

1. The first meaning: - Focus on the ability and continuity: - The following: -

(Clegg, 2000: 60)

Sensitivity to the environment (change and adaptation).

Coherent organization (sense of self-identity).

Decentralization (the ability to build good relations with various internal and external entities).

Links (FAO’s full association with its industries).

2. The second meaning: - Intelligence through thinking, is represented by: - (Yeryard, 2009: 9)

Ability to understand complex information.

Ability to respond to information in the environment.

Ability to learn and respond quickly to the organization.

(Sydanmaanlakka, 2002; 190) identified a number of characteristics of smart management as follows

1. Have a clear vision.
2. Having a moderate and deliberate strategy in all its steps.
3. The organizational structure supporting the strategic renewal.
4. Continuous improvement of all administrative level and productivity.
5. Working in the spirit of one team cohesive and efficient.
6. Faith in the culture of continuous learning.
7. Reversal of knowledge among working individuals.

From the above, the organization's intelligence can be characterized by the following characteristics: (Schouninger, 140: 2010)

Adaptability comes from response to change.

2. Effectiveness The organization's attempt to reshape the environment for optimal performance.

Fourth: - The dimensions of smart management: - (Bakhshian & Hamidi, 2011: 418)

1. Creativity: - Through the novelty of ideas and innovation of new products.
2. Reducing risks: - By finding solutions to them and taking advantage of past and moderate risks that can be controlled.
3. Independence in work: - Through the organization's attempt to take greater freedom in the work to achieve leadership and quality of business.
4. Motivation in the work: - Giving incentives in all forms (material, moral) to achieve the desire of the staff of the organization to assess the best.
5. The division of labor: - It is necessary to emphasize specialization in the work and availability of specialist personnel.
6. Future Vision: - Using the many analytical tools (s.w.o.t) used to analyze the internal and external environment of the organization.

Fifth: Best Practices for Smart Management:

Many of the design models for best practice that are based on the

ADDIE model are summarized in the initials of the five phases of the model:

1. Analysis: Any system needs analysis such as analysis of work, tasks, customer objectives, community needs, machines, time, etc.
2. Design: - This paragraph identifies the problem, whether training related to work or best practices and then identify the different objectives, strategies and methods of improvement necessary to achieve the goals that achieve best practices.
3. Develop: - Develop plans for available resources and prepare materials for best practices.
4. Implementation: - Delivery, implementation and distribution of materials, goods and services.
5. Evaluate: - Evaluate the formative evaluation of the best practices for the adequacy of the organization as well as evaluate the usefulness of such organization for improvement, and then make the final or final evaluation.

Second: The concept of Total Quality Management:

The description of Total Quality Management (TQM) by the International Organization for Standardization (ISO) has been described as “the set of characteristics and characteristics of a good or service that leads to the possibility of achieving stated or implied wishes” (Heizer & Render, 2011: 117) (Banna, 2006: 5) as “the systematic methodology to ensure the conduct of activities that have been planned in advance, and it is the best way to move away from Problems and solve them by stimulating and encouraging behavior To manage organizational resources using highly available resources. “It is an administrative system consisting of values, tools and objectives under the available resources that increase the satisfaction of both internal and external customers.” The British rail ways board defined it as “the overall way or means of action that encourages staff to work in a team One that creates added value to satisfy consumer needs “(Kazem Hammoud, 2009: 75)

Second: - The importance of Total Quality Management:

Due to the importance of TQM in organizations as it increases its effectiveness and competitiveness, it has been considered a basic measure of the differentiation between organizations. The applica-

tion of TQM in the organization is as follows: (Quality, 2010: 40)

1. Total quality management is important in training employees and encouraging them to work together.
2. The importance of TQM is to seek customer satisfaction and development in the design of products and services and increase loyalty and belonging to employees. (Al-Taei et al., 2008: 88)
3. Total quality management is important in the process of continuous improvement and thus has a role in achieving market share and increase in profits.
4. Improve the working environment and competitiveness, increase profitability and productivity, open new markets and strengthen local markets. (Dulaimi, 2011: 61)
5. TQM helps to make and make sound decisions at work.
6. Provide and facilitate the necessary training for employees and retain existing customers and attract new customers and reduce the costs of services and operation.
7. Decrease and reduce consumer complaints. (Kazem Hammoud, 2009: 79)
8. Achieving multiple benefits and savings and achieving effective participation in the organization as a whole.

Third: Total Quality Management Objectives:

There are a number of researchers' views on the objectives of TQM. The objectives of TQM can be summarized as follows: (Naimi, 2005: 22)

1. Achieve customer satisfaction by meeting their current and future needs.
2. One of its objectives is to continuously improve goods through corrective and preventive actions and all employees are involved in making these improvements.
3. Total quality management has an effective role in increasing the productivity of the organization.
4. The goal of each organization is to stay and grow in the markets and TQM has a role in achieving this goal.
5. TQM is working to increase market share and achieve profitability by reducing unnecessary costs.
6. Improve relations between employees to find solutions to the

problems they face during work.

7. Total Quality Management (TQM) reduces routine work procedures.

8. Convince the customer by offering his best services. (Evans, 2003: 45)

9. Meeting the requirements of the market by providing all its services with the best image.

Fourth: The benefits of applying TQM:

The application of TQM benefits the following benefits (Najjar and Jawad, 2010: 253)

1. Increase profitability and competitiveness.

2. Focus senior management on making good decisions.

3. Increase the ability to attract customers and reduce their complaints and achieve their satisfaction (Majid, Increases, 2016: 52)

4. Training employees in the process of developing processes.

5. Opening new markets (local, international) and strengthening the role of the local market in the country.

6. Customer satisfaction is the foundation, so TQM focuses on identifying the needs and desires of the customer and what should be provided to him.

7. Reduce work turnover and improve the working environment.

8. Encourage teamwork among employees to bring closer views and increase sense of responsibility. (Khazraji, 2016: 20)

9. There should be continuous improvement and development at every stage of the work.

10. Training and education have an important role in raising the efficiency of employees.

11. Reducing the total costs of the organizations, the most important of which is reducing employee errors.

12. Reduce costs by doing the right things the right way from the first time and this means reducing errors and damaged things.

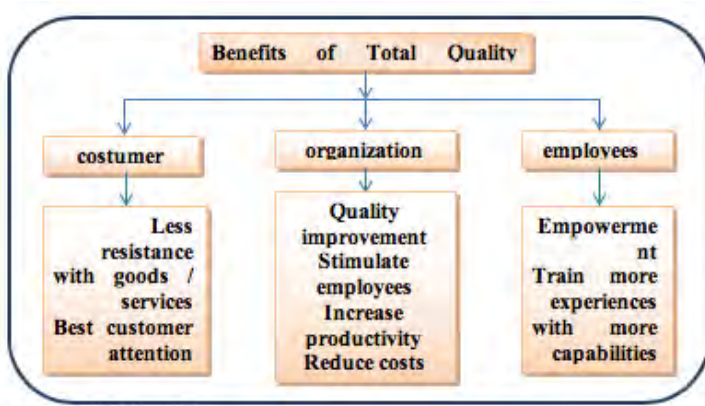
13. Minimize the time needed to complete customer assignments.

14. Create an environment that supports and maintains continuous development.

15. Involve all development personnel.

16. Follow-up, development and modernization of measuring instru-

ments.



As shown in Figure (2).

Figure (2) Benefits of applying TQM

Source: (Janakiraman, B. & Gopal, R.K., 2008, “Total Quality Management : Text and Cases “, Prentice Hall of India Private Limited, New Delhi, pp.62

Fifth: Continuous improvement

The application of the principle of continuous improvement in the organization can be clearly reflected in all or some aspects, and continuous improvement is a methodology that seeks to improve all the factors associated with the process to convert inputs into outputs and include all the organization’s contents of personnel, equipment, suppliers and operations and its purpose is to have improvement at each stage Of the process (Evans & Dean 2003: 18)

A) To improve the quality of products provided by the Organization to the community.

(B) Reduction of session time.

C - reduce the defects and rumors.

D. Enhancing customer value.

Improving profitability

And - Reduces the repetitive work. (Stevenson, 2007: 417

Creating the culture required for continuous improvement.

Al-Khatib (2008: 62) shows that the concept of continuous improvement is called Kaizen, a Japanese word of two words meaning “change” and “good”. The word means continuous improvement.

In the opinion of (Rikabi, 2011: 96) that continuous improvement: -

a. It is a way of thinking about customer learning and training.

B. Is a set of means and techniques (quality rings and control maps).

C. It is a set of ideas for employees.

Dr.. Is the standard way to accomplish work (teams, comprehensive participation in work, empowering employees)

Continuous improvement across the organization’s environment is defined as the gradual involvement of each individual in small improvements in the organization, in which solutions are found to the problems that arise in the organization, and the improvement is carried out by the staff as the real experts in the work environment.

Namely: (Mohsen and Najjar: 2012: 566)

a. Teamwork .

B. improve spirit .

C. Personal discipline.

Dr.. Quality rings.

E. Optimization methods.

In Japan, there is a close relationship between the concept of improvement and the concept of quality as an important message in TQM, and believes that improvements can be achieved through improvements in internal quality, external quality improvements (Salman, 2014: 37). Is to improve the internal processes of the organization, which include (reduce defects and solve problems), which will therefore reduce costs, while the aim of external improvements is to increase external customer satisfaction and thus achieve greater market share and increase profitability.

The third axis: the practical side

In this axis, the level of answers to the sample of the sample selected in the questionnaire will be determined, and the correlation between the dimensions and the relationship between them will be

determined in such a way as to help test the basic hypothesis that started the current research.

First: Diagnosing the level of the responses of the sample respondents on the Smart Business Management variable: The reality and importance of the smart management of marketing the business in the organization was examined through its four components: “Adaptation, Sustainability, Understanding the Environment,

Table (4) The level of responses of sample respondents on the smart management variable for business marketing

standard deviation	Arithmetic mean	items	dim:
0.793	4.21	The organization adapts continuously to the business environment in order to identify the latest developments and changes in the banking service.	Adaptation
0.982	3.58	The organization addresses changes in the level of services for ease if faced in an uncertain environment.	
0.982	4.19	The organization is closely monitoring new initiatives and developments in other competing banks.	
1.192	3.91	Organizations recognize the importance of investing in their workforce through training, development and promotion.	
1.340	3.33	The management of the organization periodically reviews the impact of potential changes in its business environment from the needs of customers and their desires and the implementation of their aspirations.	
0.732	3.82	Total	
0.718	4.23	FAO allocates the financial resources and resources necessary for research and development for growth and success.	Sustainability
0.924	2.84	The organization seeks to purchase high-efficiency equipment to ensure sustainability and competition in its work.	

0.674	3.30	The organization takes into account the environmental aspects of the community regarding the integrity of its banking system when providing services to its clients.	
1.498	3.74	The organization seeks to build capacity within its internal and external environment to ensure sustainability and competition for survival.	
0.648	3.91	Slowly manage change with respect to its intellectual capital.	
0.572	3.60	Total	
0.961	4.07	The organization is closely monitoring the impact of its banking services on the environment.	Understanding the environment
0.794	4.19	Provide adequate professional awareness at various organizational levels.	
1.091	4.00	The organization has its own programs in developing its various cadres through holding seminars and educational conferences to understand the working environment.	
1.286	3.67	The organization limits the harmful substances to and from the environment when providing banking services.	
0.852	3.81	The organization develops alternative paths based on information from the internal and external environment.	
0.689	3.95	Total	
0.895	3.92	The organization's organizational structure is consistent with the nature of the specific functions and their functions in the changing and volatile	

		environment.	
0.908	3.56	Lack of knowledge of the Organization of the importance of adopting modern technology in improving intellectual capital and its impact on its competitiveness.	
0.894	3.91	FAO is providing a reward system to motivate employees to encourage technical innovation and technological innovation.	
0.814	3.77	The Corporation is providing new banking services and continues to develop its organizational competence.	
0.819	3.74	Individuals in the organization can learn new skills in a short period of time to be good at their work and Lingo has a lot to do with other organizations in the work environment.	
0.645	3.78	total	
0.536	3.79	total	

1. Adjustment: We calculate from the table (4) that the overall mean after adjustment (3.82) and the standard deviation (0.732), which is higher than the mean arithmetic mean (3), while paragraphs paragraph (1) has a higher mean (3.31) and the standard deviation (1.340). These results confirm that most of the surveyed respondents emphasized the importance of using intelligent management of their work which enjoys With resources within the Organization.

2. Sustainability: Table (4) shows that the total post-sustainability calculation ratio was 3.60 and a standard deviation (0.572), which is also higher than the computed arithmetic mean. At paragraph level, paragraph (6) (7), with a mean value of (2.84) and a standard deviation of (0.924), which is slightly less than the value of the mean medium, and these results indicate that most of the surveyed respondents also confirmed Emphasized the importance of sustainability reflected in the Organization’s resources.

3. Understanding the environment: It is clear from Table (4) that

the computational mean for the total after understanding the environment reached (3.95) and by standard deviation (0.689) which is higher than the mean arithmetic mean. (4.19), and with a standard deviation (0.794). The lowest mean was 14, with a mean value of 3.64 and a standard deviation of 1.286. These results clearly indicate the importance of understanding the environment in helping the organization to identify the most important opportunities. Which can be used to develop their resources.

(4) The total arithmetic mean after the skill reached (3.78) and by standard deviation (0.645), which is also higher than the mean arithmetic mean. On the paragraph level, paragraph (16) has the highest mean, (0.895). The lowest mean was (17) with a mean value of (3.56) and a standard deviation of (0.908). These results indicate that most of the surveyed respondents also stressed the importance of skill in identifying the most important threats Which could face the Organization as it develops its resources.

On the gross level, the value of the total arithmetic mean was the smart management variable (3.79) and the standard deviation (0.536), which is also higher than the mean arithmetic mean. This result was consistent with the results in (4.1.2.3) This emphasizes the importance of using and managing smart management.

Second: Diagnosis of the level of responses of the sample respondents on TQM: The reality and significance of the TQM variable was diagnosed through its four components: “Continuous improvement, decision making based on information, support of senior management”

Table (5) Responses of sample respondents on TQM variable

standard deviation	Arithmetic mean	items	
0.759	3.74	FAO seeks to reduce production costs to improve value added.	continuous improvement
0.959	3.56	The organization seeks to attract ideas that develop the product.	
0.782	3.77	The organization employs advanced techniques in improving production processes.	
0.902	3.74	The organization strives to work to provide high quality products at low prices.	
0.921	3.91	The organization is interested in modernizing existing production processes and developing new production processes.	
0.729	3.74	Total	
0.872	3.95	The organization is keen to meet the customer's wishes.	Decision-making based on information
1.037	3.86	Managers conduct regular market research to identify customers' needs and desires.	
1.036	3.70	The organization focuses on achieving customer satisfaction by studying their requirements.	
1.162	3.49	There is follow-up from the whole organization to customer complaints and provide appropriate solutions to them.	
0.764	3.81	Management believes that quality means meeting the needs and desires of customers.	

0.826	3.76		
0.882	3.72	Total	
1.139	3.58	The senior management of the organization puts quality as its logo.	Senior management support
0.921	3.91	The Administration supports the principle of delegation of authority and facilitation of the flow of information between the different sections.	
0.872	3.95	The administration emphasizes that the customer is the most important element in its goals and this can change the culture of the organization to achieve this.	
1.037	3.86	The department seeks to build a distinguished reputation among customers.	
0.804	3.80	total	
0.802	3.79	total	

1. Continuous improvement: Table (5) shows that the computational mean for the total after improvement is calculated at (3.74) and by standard deviation (0.729), which is higher than the mean arithmetic mean. On the paragraph level, paragraph (25) has the highest mean (3.91) (0.91). The lowest mean was (22) with the value of the mean (3.56) and the standard deviation (0.959). These results indicate that most of the surveyed respondents emphasized the importance of human capital as an important part of the capital Intellectual property of the organization in question.

2. Decision-making based on information: Table (5) shows that the computational mean for the total after the decision-making based on the information reached (3.76) and by standard deviation (0.826), which is higher than the mean arithmetic mean. The lowest mean was (29) as the value of the mean (3.49) and the standard deviation (1.162). These results indicate that most of the sample respondents confirmed that There is a type of structural capital of the organization in question.

3. Support for Senior Management Table (5) shows that the calculation mean for the total after the support of the senior management reached (3.80) and by standard deviation (0.804), which is higher than the mean

arithmetic mean. On the paragraph level, paragraph (34) (33.95), with a standard deviation of (0.872), while the lowest mean was (33) with a mean value of (3.58) and a standard deviation (1.139). These results indicate that most of the sample respondents confirmed that they have many resources Human resources of the Organization.

On the aggregate level, the mean of the total of the upper management support variable (3.79) and the standard deviation (0.802) was also higher than the default mean. This result was consistent with the results in paragraphs (1,2,3). The sample of respondents was found to have a number of components that determine the intellectual capital of educational organizations.

Third: Analyzing the correlation between smart management of business marketing and total quality management

Table (6) shows the correlation values of Spearman between Smart Business Management and Total Quality Management. The results of correlation analysis were as follows:

Table (6): correlation values for the spearman coefficient between smart management of business marketing and total quality management

total	Dexterity	Understanding the environment	Sustainability	Adaptation	Smart Management for Marketing Business
					Total Quality Management
**0.404	**0.431	**0.405	*0.237	**0.465	continuous improvement
**0.490	**0.428	**0.381	*0.324	*0.336	Decision-making based on information
**0.479	*0.383	*0.339	*0.290	**0.396	Senior management support
**0.472	**0.463	**0.425	*0.341	**0.481	Total

** The correlation with significant significance at level 0.01

* The correlation has significant significance at level 0.05

1. Analysis of correlation between post adjustment and total quality management (TQM): Table (6) shows the values of correlation coefficients between post adjustment and total quality management, with correlation values (0.465 **, 0.336 *, 0.396 **), respectively The correlation between post adjustment and total TQM (0.481 **) was also positive and significantly significant at (0.01). This result The importance of using adaptation as one of the core components of smart business management in the organization being investigated, and therefore there is justification for Paul's first sub-hypothesis emanating from the first major research hypothesis which indicated: "There is a significant correlation between the statistically significant after Aaltkev and the dimensions of total quality management.

2. Analysis of the correlation between post-sustainability and total quality management (TQM): Table (6) shows that the values of correlation coefficients between post-sustainability and total quality management were 0.237 *, 0.324 *, 0.290 * respectively, (0.05). The correlation between post-sustainability and the total TQM variable is 0.341 *), which is also a positive and significant relationship at (0.05). These results clearly indicate the importance of using sustainability dimension in quality management analysis And thus these results allow acceptance of the hypothesis The second sub-section of the first sub-section of the research, which includes the following: "There is a significant correlation of statistical significance between sustainability and total quality management."

2. Analysis of the correlation between the understanding of the environment and the total quality dimension: Table (6) shows the values of the correlation coefficients between the understanding of the environment and the total quality dimensions. The correlation values were (0.405 **, 0.381 **, 0.339 *) respectively (0.05). The value of the relationship between the understanding of the environment and the total total quality management (0.425 **) was also positive and significant significance at (0.01). The result is the importance of using the understanding of the environment as one of the basic components of intelligent business management in identifying the most important opportunities that can be faced by the Meh under study and the possibility to take advantage of them in total quality management development, and this is consistent with what referred to the Sub-premise third Alambnthagh for the first hypothesis main research, which stipulates: "There is a correlation significant statistically significant between after the understanding of the environment and the dimensions of total quality management."

3. Analysis of correlation between post-dexterity and total quality man-

agement: Table (6) shows the correlation coefficients between the skill dimension and the total quality management dimension, with correlation values (0.431 **, 0.428 **, 0.383 *), respectively (0.463 **), which is also a positive relationship with a significant significance at (0.01). This result confirms that The importance of using versatility as one of the basic components of the TQM in identifying the most important threats that can impede the Systems surveyed, and therefore, these results allow acceptance of the fourth sub-hypothesis emanating from the first sub-main research and included the following: “There is a significant correlation between statistically significant after the dexterity and the dimensions of total quality management.”

The correlation coefficient between the total SMB variable and the total quality management (TQM) variable was (0.472 **), which was positively and significantly significant at (0.1). At the sub-dimension level of the SME variable, 16) a relationship of significant significance with the variable TQM and its dimensions, ie, the ratio of (100%) of the total correlation relationships, and these results confirm the importance of the use of intelligent management of business, and therefore these results allow acceptance of the main hypothesis of the first research, which stated: “There is a significant correlation between statistical significance The use of intelligent business management in their dimensions (adaptation, sustainability, understanding of the environment, and ingenuity) and variable quality management in their dimensions (continuous improvement, decision-making based on information, support of senior management) “. Fourth: Analysis of the impact of smart management of business marketing in the analysis of total quality management

Table (7) shows the effect of smart business management in total quality management analysis using simple linear regression coefficient. The results were as follows:

Table (7) Results of the impact of smart management of business marketing in the analysis of total quality management

Level of significance	F value calculated	The value of the selection factor R2	The value of the beta coefficient (B)	Fixed value a	Independent variables
There is an effect	7.64	0.53	0.51	1.74	Adaptation
There is an effect	8.12	0.41	0.46	2.33	Sustainability
There is an effect	9.56	0.38	0.37	2.58	Understanding the environment
There is an effect	13.44	0.49	0.54	1,78	Dexterity
There is an effect	12.59	0.47	0.51	1.62	Smart Management for Business Marketing

1. The analysis of the effect of post adjustment in total quality management: Table (7) shows that the calculated value of (f) was 7.64, which is greater than the table value at a significant level (0.02) and with confidence limits (98%). After adjustment “in the development of the responsive variable” total quality management “. The value of constant (1.74 a =) can be observed in Table (7). This means that there is a total quality management (TQM) of 1.74, even though, after adjustment, it is zero. The value of (B = 0.51) indicates that a change of one unit after adjustment will result in a change in total quality management (0.51). The value of the R2 is a descriptive measure used to explain the usefulness of the regression equation in the estimation of values. The percentage of errors in the regression equation was 0.53. This means that 53% of the variation In total quality

management is explained by the effect of the adaptation that entered the model, and that (47%) is a variance explained by factors that did not enter the regression model. Thus, there is justification for accepting the first sub-hypothesis arising from the second main hypothesis of the research, which indicated: “There is a significant moral effect with statistical significance between after adjustment and total quality management” .

2. The analysis of the effect of sustainability in total quality management: Table (7) shows that the calculated value of (f) is (8.12), which is greater than its tabular value at a significant level (0.05) and with confidence (99.5%). After sustainability in the development of the responsive variable “total quality management.” Table (7) shows the value of constant (2.33 a =) which means that there is a total quality management presence of (2.33) $B = 0.46$ shows that a change of one unit after sustainability will result in a change in total quality management (46%), and the value of the R^2 (41%) of the variation in total quality management was explained by the sustainability of the model, and (59%) was a variance explained by factors that did not enter the regression model. There is a significant effect on the sustainability dimension in TQM. Therefore, these results allow for the acceptance of the second sub-hypothesis arising from the second sub-section of the research, which includes the following: “There is a significant statistical significance between post-sustainability in TQM.”

3. Analysis of the impact after understanding the environment in total quality management: Table (7) shows that the calculated value of (f) is 9.65, which is greater than its tabular value at a significant level (0.05) and with confidence (99.5%). “After understanding the environment” in the development of the responsive variable “total quality management”. Table (7) shows the value of the constant (2.58 a =). This means that there is a total quality management (2.58) existence, even if the understanding of the environment is zero. The value of $B = 0.37$ indicates that a change of one unit after the understanding of the environment will result in a change in total quality management (37%). The value of the R^2 is 0.38, (38%) of the variation in total quality management is explained by the understanding of the environment that entered the model, and that (62%) is a variance explained by factors that did not enter the regression model, and thus the results confirm the existence of a significant effect of the dimension of understanding the environment in Analysis of total quality management, and this is consistent with the reference to the third sub-hypothesis, which is based on the second main hypothesis of research, which provided On: “There is a significant moral effect with statistical significance between

the understanding of the environment and total quality management.”

4. The analysis of the effect of proficiency in total quality management: Table (7) shows that the calculated value of (f) was 13.44, which is greater than its tabular value at a significant level (0.01) and with confidence (99%). (7) the value of the constant (1.78 a =) can be observed, which means that there is a total quality management (1.78) existence, even though after the skill is zero, $B = 0.54$ indicates that a change of one unit in the skill dimension will result in a change in total quality management (54%), and the value of the R^2 (R^2) (49%) of the variation in total quality management is explained by the skill of the model, and (51%) is a variance explained by factors that did not enter the regression model. Thus, the results confirm that This results in the acceptance of the fourth sub-hypothesis derived from the second main sub-section of the research, which includes the following: “There is a significant moral effect with statistical significance between the dimension of mastery and total quality management.”

Table (7): To determine the effect of the total variable of smart business management in the development of TQM, the calculated value of (f) is (12.59) which is greater than the table value of (0.01) and (99%). The presence of smart management effect in the analysis of total quality management, and the value of the constant (1.62a =) This means there is a total quality management (1.63) and even if the smart management tool is zero, and the value of (0.51B =) One unit will result in a change in the total quality by (0.51), while the value (R^2) has reached (0.47), which means that the amount of (47%) of the variation in quality is explained by the intelligent management that entered the model, and (53%) is the difference explained by other factors that did not enter the regression model. In addition, the number of regression models that have a significant effect, as shown in Table (7), reached (5) samples out of (5), ie, the ratio is equal to (100%) of the total significance relationships. As the overall intelligent management has a significant impact on the overall quality analysis, there is a justification not to reject the second main hypothesis of research: “There is a significant statistical significance between the use of intelligent management and its dimensions (adaptation, sustainability, understanding of environment, and proficiency) (Continued improvement, decision making based on information, senior management support) “.

Conclusions and recommendations:

First: Conclusions:

The conclusions were summarized as follows:

a. There is a clear acceptance of the idea and objectives of research that call for the definition of intelligent management and its introduction into the culture of organizations.

B. The foundation and objectives of smart management attract high talent and new ideas or new patents.

T. Smart management personnel have the ability to develop a bank or any organization and to successfully plan and achieve its goals easily.

W. Any organization looking for a new talent must be aware of what kind of talent they are looking for so that they can ensure this talent and achieve the organization's goals.

C. Smart management is a concrete reality for any organization that aims to succeed, develop and overcome its competitors.

H. Smart management theory place in all areas and be a roadmap or a suitable work plan or an integrated program to develop smart human resources to occupy important positions or leadership.

E. The research stressed the existence of a relationship between the intelligent management and the dimensions of total quality management, which indicates that TQM focused on the overall culture to promote intelligent management.

Dr. The research shows that there are correlations between the dimensions of smart management and total quality management, where it is clear that the formation of processes through the basic thinking and selection of the optimal alternative.

Y. The research showed that there is a correlation and compatibility between adaptation and TQM as adaptation emphasizes access to complete proficiency by continuing adaptations in the bank.

T. The hypotheses stressed the existence of a relationship between sustainability and total quality management in achieving competitive advantage, which emphasizes the high performance and distinguished between total quality and intelligent management.

Second: Recommendations:

These were:

a. The philosophy of smart management in universities and institutes should be studied as one of the modern administrative sciences because it concerns patents that make human resources more vigilant to achieve their goals.

B. The need to learn about smart management and refer to it in scientific

conferences and seminars as a means to attract high-quality human resources.

T. The new administrative reality must be simulated or the old administrative system should be renewed and made a system that allows acceptance of the other, competition and the bringing of effective human resources.

W. Preparation of studies in the management of total quality, adaptation and sustainability and the need to have the support and commitment of senior management to apply these systems to raise the level of banks.

C. Openness to global experiences in the field of total quality, sustainability and understanding of the environment, ie taking the concept of reference comparison and benefit from it.

H. Taking the principle of scientific approach to reach the highest levels through the establishment of work teams and provide them with the necessary materials to perform its work at the required level.

E. The philosophy of TQM has evolved and expanded to include new changes such as employee participation, performance development and a clear and comprehensive vision for banking institutions.

Dr. Develop plans and programs to re-engineer banking operations to increase their productivity and raise their quality.

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