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Hubs

Administrative hub

**The Role of Macro-Marketing Environment Factors on
Buyers Personal Characteristics of Domestic Electrical Goods
.An analytical Survey Study of a Selected Sample .**

**Asst. Prof. D. Adel H. Al-Baghdadi / College of Administration and
Economics / University of Kufa. P. 9-27**

Abstract

This imperial study represents an attempt to measure the role of macro-environment marketing factors upon customers personal characteristics. The study has developed a hypothetical model , which assumes that there is a certain association between macro-environment marking factors (Political ,legal ,technological ,economical and social)and buyer s personal characteristics tics for domestic electrical goods(sex, age, income, career,... etc) .

Having reviewed previous literatures in this regard, questionnaire form has been made, and distributed it to a random sample of(160) customers. The data was analyzed and tested by using appropriate statistical techniques . Finding revealed certain significant relationship between the independent variables (technological ,economical and political) and dependent variables (income ,sex ,career and education) Finally , conclusions and recommendations have been drawn and further suggestions were made for further researches to be conducted in the future .

#####

Model and its Relationship to self-marketing skills, creative thinking / analytical study of the opinions of a sample of the respondents

Asst. Prof. D. Yusuf H. Al-Tai / Department of Business Administration collage of Administration and Economics University of Kufa. P. 28-52

Abstract

This research deals with the modern refers to what, which is still had only a controversial administrative self-marketing, It is the skill and ability possessed by the individual when The wants to market himself to the audience and what are the means and strategies that can be used. Design model was proposed by a researcher for the marketing of the self, which consists of four essential parts: the (self-confidence, self-re-engineering, the ability of persuasion, intelligence) when the availability of these concepts to the individual can be generated to have the ability to promote the same provided that possession of the skills of creative thinking of (fluent, and originality, flexibility and the development or improvement) It is based on basis of the importance and purpose of research It hypo the sizes formulation of the hypothesis that key: (there is a correlation between the statistical significance of a model of self-marketing skills and creative thinking) and the research sample consisted of (30) respondents who are a group of and conclusions, the conclusions of the b (self-confidence). is clear from the analysis variable in the self-confidence that there is a difference in the Sample answers regarding this variable, which led to the limited capacity to conduct real-time adjustments to the ideas, the conclusions of the b (self-re-engineering) of respondents could not arrange and re-engineering skills and Kablyatem do not have the capacity to address and resolve the situation to be self-marketing through. conclusions for (the ability of persuasion). This is a strongly changing relation between it and the link between the variables of creative thinking skills of b (fluency, improvement), and this is evidence for the possibility of the use of words and sentences by affecting the latter, self-Sichaeloggiot public. conclusions for (creative thinking skills). it became clear that the variable was the fluency of the respondent Vibrated to another. possesses no individual respondents, sufficient flexibility in the transition and move from position to another. limited to bring new ideas according to changing the original. and research to find a set of recommendations, including. working to develop the skills of self-marketers through involvement in training courses in the field of psychology, especially the special sessions of confidence in particular. dealing with the public in accordance with the intelligence, which is owned by and try to revitalize the intelligence prior to the continuation of the latter, self-knowledge

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Evaluating the Excellence of Health services in Al-diwaniya Education Hospital

Lect. Ali S.Abboud / Technical Education / Technical Institute / Diwaniya - Asst. Prof. Hamza N. Aboud / body of Technical Education / Technical Institute / Diwaniya - Asst. Lect. Fatima Abdul Razzaq Abboud body / Technical Education / Technical Institute / Diwaniya.

P. 53-65

Abstract

Health services have a vital role the consideration of all because of their importance in keeping man and increasing his ability in building and development . In this sens , they represent the most important thing that can be advanced to man , Who makes life and development there is nothing similar to such services but food and education.because even though it reflects human necessity, it also represents economic necessity to make a society ablo to do the best in the development , economic , and social fields.

Going from this importance for the health services, researchers have targeted , in this research , the knowledge of the reality of the health services in Al-diwaniya education hospital and know the obstructions that prevent the presentation of gppd health services.

The based on their evaluation to the excellence of these services on the five based standards by Philip kother with making necessary adjustments on some their phrases. Dependence have been made on the equation of ((Rollon)) to measure the factor of constancy and veracity that respective to the questioner that distributed on the sample of the research..

The researchers have concluded that the reality of health services in Al-diwanayah education hospital was weak , thus they presented sets of recommendation to improve these services which is the most important is the obligation with the standards of morality, medical, and administrative with the patients.

#####

Measuring information quality of The supporting functions to the operations customer relations management by using quality function deployment

(Applied study in a company Telecom Asia cell / Najaf Branch)

Lect.Laith Ali AL-Hakim

Asst.Lect.Ammar Abdul AL-meer Ali

collage of Administration and Economics University of Kufa. P. 66-110

Abstract:

In recent years several concepts and terminology with contemporary marketing strategies imposed itself as essential components to the success of organizations in a competitive environment for example customization customer relationships, loyalty of customer and finally customer relations management. CRM which means strategic use of information, operations, technology and personnel in building relationship with the client so that the objectives of the organization, is attained. The CRM strategy also maintain customers and strengthens the relationship with customers in its operations, which includes all functions of direct contact with the customer (marketing, sales, and service).

The greatest challenge facing business organizations in the process of customer relationship management CRM is the difficulty of measuring the quality of information (IQ). The difficulty lies in that we are dealing with intangibl as well as the necessary of reflecting strategies and standards of organization in the indicators of (IQ) in one way or another standards and strategies, therefore resorted to the use of this study one of the most important tools of TQM and the most widespread dissemination of the quality function (QFD) to measure the quality of information and functions (marketing, sales, service) support for the CRM, it is during this function can translate the voice of the beneficiary and needs to the language of visual and easy to learn was going to respond and build lasting relationship with him.

The study adopted a set of concepts, ideas and suggestions that theory and contemporary inter indicators and statistical tests to develop a scientific approach could be the company under study from the adoption of customer relationship management CRM, and finally reached study to a set of conclusions and field theory, which was based upon the submission of a set of recommendations harmonious with these conclusions.

The Economics hub

The Foreign Investment and its Rule Achieving in Economics Development

Asst.Lect.Saib hassan mahdi /Al –Qadisiya University /College of Economic& Administration/ Department of Business Administration.p112-129

Abstract

Word growth is moderating, and financial markets are signaling a turn in the financing conditions facing the developing world .as these

developments make themselves felt ,2007 is likely to be a year of adjustment for capital flows to developing countries .

After recovering from the sharp contraction of 2001-2002 ,private flows weathered several episodes of global financial volatility and passed through a full cycle of global monetary easing and tightening to reach a record level of \$ 647 billion in 2006 ,up 17 % from 2005.total capital flows, including lending by official creditors, leveled off at 5 % of gross domestic product (GDP) in 2005-2006 ,just below the 5.25 % level reached in 1995-1997,before the East Asian crisis.

Developing countries have come to account for a large share of growth of world output and trade ,a fact that is increasingly recognized by international investors .their economies grew more than 7% in 2006 –more than twice the 3 % rate of growth in high- income countries .the expansion was particularly evident in China , where output increased 10.7 % ,and India ,which grew 9.2 % .but the strong performance was broadly based ,with all developing regions growing at least 5 % .even oil –importing countries recorded robust growth of almost 5%,despite high oil prices for the third consecutive year .

#####

Privatization and the Iraqi economy

**Asst. lect. Munther Jaber Mohammed/University of Qadisiyah /
College of Management and Economics / Department of Economics. P.
130-150**

Abstract

The Study deals with the privatization process in Iraq,It has been based on past experience, which was adopted by the Iraqi government since 1987 to address the great imbalances in the economy and Iraq that are the foundation of the weakness of the productive efficiency of public sector units, which included the privatization process,A number of laws and procedures, which include various economic sectors in Iraq, except for key sectors and large, the experiment did not succeed for lack of built on sound economic fundamentals and complete the one hand, because of the exceptional circumstances That happened in the country passed through on the other.

The study also deals with new policies and procedures relating to the privatization of Iraq's economy after the political changes in Iraq in 2003, after the successive Iraqi governments have to change the curriculum and the former economic liberalism and the shift towards a market economy, and give the important role of the private sector in the economic process, after the failure of units General in promoting the national economy for the period prior .

The study recommends the plans and procedures of international institutions (International Monetary Fund, World Bank) and other international institutions, and procedures related to Iraq, the Iraqi government which the fact that the privatization process in the new Iraq did not complete its ongoing and needs some time to ensure their full implementation, the study concluded the statement of the obstacles that hinder the proper and correct application of this process and indicate the factors and causes that lead to success and to achieve the desired goals, in light of new trends and requirements of the current of the Iraqi economy.

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The Privatization As Amedium To Achieve The Economic Reformation In Iraq.

Astt.Lect.Sawsan K. Al-Jubouri / Qadissiya University / College of Management and Economics / Department of Economics. P. 151-171

Abstract

This Research Deals With One of The Most Important Contemporary Matters, Particularly For The Arab Countries, Which Is Privatization. Following The Negative Results of The Public Sector Performance In Many Fields, We Find That Most of GovernmentsTtend To Increase The Private Sector Contribution To The Economical Life Through Privatization Of Many Public Pojects.Now ,There Are Aclaims to Privatizationthe Public Sector Of Iraq In Order to Exhaust The Economic Difficults And Benefife From The Private Sector In Exist The Financial Roureces Which helps To Get Out Ofdebt Promte The Efficiency Of Projects And Achieve The Technological Development And Thus the Economic Reformation. .

This Research Focuses On Studying Privatization In terms of Explaining Its Notion, Its Justifications, The Ways Which Can be Followed On Privatization, As Well As The Most Important Requirements For Creating A proper Environment For successful Privatization Process In Any Economy .

The Accounting hub

The relationship between intellectual capital and value creation

Field study in the banking industry in the Arab Gulf States
Prof. Dr. moayed M. Ali Al-Fathal/ University of Al-Qaddissiyah.p173-190

Abstract

Study aims to highlight the role of intellectual capital in the completion strategy of the customers of the region, through the test three hypotheses are:

1. There is no significant relationship between Asahaip investment in intellectual capital and performance of the investment size Pantajitp.
2. No statistically significant relationship between the rate of return on investment measures and intellectual capital.
3. No statistically significant between the value of the intangible and intellectual value-added factor.

The study was conducted on a sample of (78) distributed to the Bank of the Gulf states and the use of financial statements for the years 2004 - 2006 and the results reject the hypotheses of the study confirmed the importance of intellectual capital measures in the evaluation of the performance of organizations.

#####

**Cost Limitation College student in the night studies
Study Case in the college of Economy and Administration,
University of Al-Qaddissiyah**

**Asst.Lact. Najim Abd Aliwie Idan/ UNIVERSITY OF AL-QADISSIYAH
/College of Administration and Economics /Department of
Accounting.p191-206**

Abstract

As a result of the increase of the Iraqi society ambitions in the prosperity and progress, the interest in the higher education got increased through amplifying its financial resources by supporting the balance of ministry of higher education and scientific research to enforce the specifications of the morning studies. however ,that did not meet the ambitions of the state to increase the base of the studiers in the society .Hence, The state opened night studies and supported the joining to these studies though equalizing its degrees(Certificates) with the degrees of the morning studies and through the privileges and the rights of joining to the night studies with cheap study costs compared to the Civil colleges However there is no denial in the decrease role of the study charges that creates financial deficit until the ideal use and the appropriate distribution to resources exist as the main role in investing the studies charges in the way that causes any financial Obstacles and that through the use of Administrative Accounting Methods.

From this principle, the current study that targets the measuring of the study cost and the determination to know the wealthy use range of this study came appear in the University of Al-Qaddissiyah all elaborated and

explained in this simple research. Essentially talking about investing the education fund economically then there must be admission first that education is economic project that supposed to be invested that makes response to justify to this investment as if it was industrial or agricultural project but this project focuses on the investing its resources in constructing , expanding or developing some of the facilities to increase the goods production and services in a society in a specific period of time .Trough the assurance about a lot of scientific studies that held in different countries in the world ,the education contributes effectively for the economic development and contributes in the increase of national fund and the increase of the society's and individual's productivity .

The Statistical hub

Statistics / out the label and its historical development

**Assr. Prof. D. Mohamed Habib Alharot / Assistant Chief Qadisiya
University for Scientific Affairs. P. 208-224**

Abstract

This study is based on a group of modern hypothesis which make criticism a creative discourse. That discourse is not different from its knowledge or ethical qualifications from literary discourse where essential criticism duty lies in its depths, analyzing and discovering its structure. Moreover , criticism today becomes a discovery station and an art revives knowledge and static which can not be reached before when a cultural reality looks at criticism as a legal authority ruling and subjugating literary text.

As an eye catching, the argumentative relation between literature and criticism(language is the existence matter).Also both depend time on culture where the critic or the writer lives.

The time culture has its stable and impressive features in literature and criticism as well . So it is hard to give priority for any of them when the receiver is a partner in creation process and has an impact in founding creative ego.

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