
The strategic role in enhancing prestige: An exploratory study for a sample of workers in the Directorate of Education in Najaf

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Abstract

Contemporary administrative thought has been replete with a number of modern topics imposed by the environment of successive innovations, especially in the mid-nineties of the last century and the beginning of this century, and among these topics are: (strategic adaptation, organizational prestige). Despite the strenuous and accepted research efforts in the interpretation of these topics and the analysis of their intellectual contents, and their relationships, as will be clear from the presentation of the cognitive efforts, there are a number of cognitive issues that still need further research and investigation, which can be formulated as follows: What are the philosophical foundations and conceptual foundations Topics (strategic adaptation, organizational prestige) and its variables?

The importance of the study was that it dealt with the strategic adaptation variable as an important tool in enhancing organizational prestige in business companies. In other words, this study is not limited to strategic adaptation only, but also deals with the extent of its impact on determining the levels of organizational prestige in the surveyed directorate. The study adopted a random sampling method in order to be able to achieve its objectives, as the sample size was (100) employees from the Najaf Directorate of Education. The study also sought to test a number of main and sub-hypotheses related to the relationships of influence and correlation between the study variables, and several statistical programs were used. (Excel 2010, Spss v23) for the purpose of data processing. The study reached a number of conclusions, including “the high level of importance for the study variables (strategic adaptation, organizational prestige) as well as the effect of strategic adaptation in enhancing organizational prestige in the study community.

Keywords: strategic adaptation, organizational prestige, Najaf Education Directorate.

Introduction

Most sectors, including the education sector, suffer from problems and challenges that face them, resulting from the failure to strengthen the organizational prestige. Especially as we live in the era of globalization and economic prosperity, the borders have become almost abolished. Everyone is looking for what achieves the high performance of their organization. Therefore, organizations that lack the necessary tools and strategies to build organizational prestige may face problems in their ability to compete, expand and innovate.

The issue of strategic adaptation is a topic of scientific research that has already been shortened by many domestic and foreign scholars. At the same time, the most important aspects of evaluating, building capabilities and ascertaining the strategic adaptation of the company have not yet been fully studied, copying or creating foreign developments will not be useful in The national context, as the vast difference in technological, social and ecological progress must be taken into account, as well as their rapid obsolescence and futility of a common response.

Methodology:

Research methodology represents a series of organized steps undertaken by the researcher for the purpose of studying a specific topic and reaching results that contribute to solving problems, the methodology is the beacon

that guides the researcher during his research and the roadmap that leads him, towards satisfactory scientific results.

a. Research problem: The problem of the study is embodied in knowing the extent to which the officials of the General Directorate of Education in Najaf Governorate, investigated, understand the concept of strategic adaptation and its most important indicators. What is the extent of their awareness of the importance of building its organizational prestige? What is the level of alignment of organizational prestige with indicators of strategic adaptation? Are there attempts in the surveyed directorate to embrace organizational prestige? And what are its forms?

As a result, the intellectual problem of the study emerges with the following main question (Does strategic adaptation contribute to enhancing organizational prestige in the Najaf Directorate of Education).

b. The importance of the research: The importance of the study highlights the importance of the investigated variables, which are modern variables in the field of business administration, as well as the researchers' attempt to identify the degree of strategic adaptation's contribution to enhancing organizational prestige within the Najaf Directorate of Education, the study community through the answers of the sample members to the paragraphs of the questionnaire and thus trying to provide a set of Solutions to the problems facing the directorate under study in dealing with the variables investigated.

C. The aim of the research: This study sought to achieve a set of goals, the most important of which are:

- Identifying the reality of applying strategic adaptation in the Najaf Directorate of Education, identifying the difficulties that accompany them and identifying ways to address them.
- Identifying the level of practicing the dimensions of strategic adaptation in the Najaf Directorate of Education and the study community represented in (adopting strategic change, interaction with the environment, strategic synergy).
- Attempting to define the study community about the importance of strengthening the organizational position.
- Attempting to create and test a hypothetical scheme to reach an image that reflects the method of organizational prestige and its construction within the framework of the strategic adaptation indicators of the studied directorate.

d. The hypothesis of the study:

The hypothetical scheme consists of logical correlation and influence relationships, which may be in a quantitative or descriptive form, and in light of the study problem and its hypotheses, the researchers built the scheme shown in Figure (1), and the study variables included the following:

1. The independent variable: strategic adaptation, represented by the three dimensions (adopting strategic change, interaction with the environment, and strategic synergy).
2. The dependent variable: organizational prestige (one-dimensional).

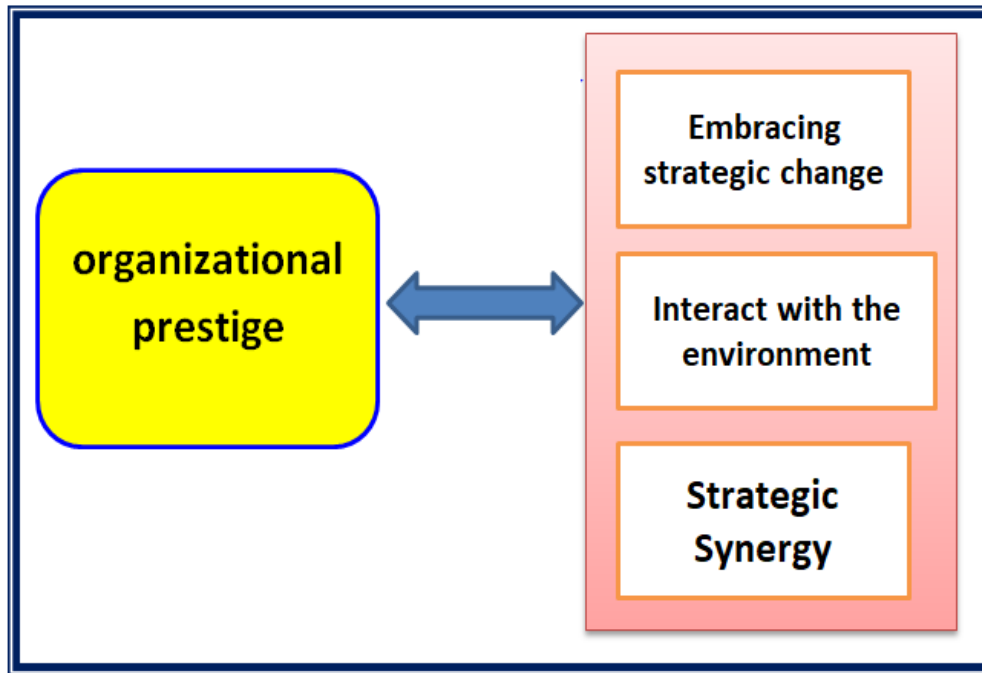


Figure (1) The hypothesis of the study

E. Study hypothesis:

In order for the study to achieve its objectives, and based on the main problem and sub-questions, the following hypothesis was formulated: **There is a significant effect of strategic adaptation in enhancing organizational prestige.**

Literature Review

1. The concept of strategic adaptation:

Adaptation refers to both the process and its outcome, which leads to many interpretations and much debate. The origin of this semantic dualism is linked to the epistemological shock of the nineteenth century when it collided with the emerging theory of evolution and the established theory of creation. Direct human cognition, making the discussion of adaptation more complex. However, adaptation has become a central concept in many disciplines (Simonet, 2010: 1).

Researchers believe that adaptation is a procedure undertaken by business owners in managing a business from external factors and adjusting the business process in relation to this effect (Sakulpolphaisan & Laohavichien, 2019:74).

Importance of Strategic Adaptation:

Strategic adaptation has long generated considerable theoretical and managerial interest, as in the continuation of the process strategic adaptation can be greatly accelerated by a relatively dramatic and visible change or set of changes in the environment, and organizations that do not adapt their strategies and restructure accordingly in anticipation or in response to these changes may jeopardize their performance (Zinn et al., 2007: 1201).

Scholars of strategic management have long been interested in the role that the external environment plays in shaping the behavior and actions of corporate leaders, and it is generally agreed in the literature that consistent success is driven by the organization's ability to achieve optimal alignment between its strategies and its external environment, as recent financial crises have led to the consequences of To return the issue of strategic adaptation to environmental shocks to the forefront of practitioners' discourse and researchers' agenda,

changing external conditions pose great challenges to organizations and the way they respond to these dynamic realities affect their performance and long-term sustainability, and many studies show that changes in Corporate strategies and structure usually occur as a result of decision-makers' efforts to increase flexibility and to obtain a tighter fit with evolving environmental conditions (Bodolica et al., 2018:2).

Dimensions of strategic adaptation:

Most researchers agreed that strategic adaptation has three dimensions: (adopting strategic change, interaction with the environment, and strategic synergy). The following is a detailed explanation of these dimensions.

A- Adopting strategic change:

In the context of uncertainty and instability that characterize globalization of markets and technological advances, current business has to constantly adapt and, where appropriate, adopt more visible and significant changes. These changes are generally called strategic changes (Korbi, 2015:1).

And (Rod et al., 2009: 259) defines strategic change as “procedures that change the nature of the organization and not merely review processes, structure or strategy” and (Naghieb & Baban, 2011:542) deals with the concept of strategic change as “changes in the content of Corporate strategy as defined by its scope, resource deployment, competitive advantage, and synergy.

B- Interacting with the environment:

The environment is part of the factors that contribute to and increase the success of the organization, which faces the business environment with a high degree of change and complexity, because the changes and modifications in the rules, as well as the policies and methods used, in order to achieve the mission and goals of the organization are not sufficient to identify opportunities or environmental constraints in The environment of the organization, but the organization must be aware of those opportunities, constraints and threats, develop strategies that lead to investing opportunities, identify obstacles, reduce them or adapt to them to achieve goals and maximize potential and resources (Al-Hawary & Al-Hamwan, 2017: 278).

Organizations are social entities directed to achieve certain goals, characterized by a designed structure and coordinated and open activities in terms of proximity to their environment. Which enables organizations to achieve their goals constantly (Fabac, 2010: 35).

C - strategic synergy:

Synergies play an important role in business management, including strategic management and enterprise value management. Due to the essence of synergy, it appears to be particularly important in the areas of mergers and acquisitions, cooperation and the development of new organizational forms of enterprises, especially those based on different forms of cooperation and the creation and development of resources Relational (Błaszczuk, 2018:9).

The synergy effect creates a new direction of change in the management of the current corporate strategy that has been characterized by mutual interaction operating in various forms of cooperation, partnership and competitive struggle (Al-Abadi and Al-Khaqani, 2019:65), and the external environment constantly affects the internal environment of the company and creates special conditions in which companies need to build Organizing and integrating exceptional skills for managers and employees, these capabilities represent a unique new value for implementation and a better understanding of strategic management in today's globalized market conditions (Holubcik & Soviar, 2016:8). Interestingly, synergy effects are often represented symbolically by the formula $1+1 = 3$ (or $2 + 2 = 5$), and it should be noted that because of the symbolic meaning, it is not accurate because the effects of synergy cannot be estimated precisely, either before or later. It is also difficult to assess whether the effects achieved will be stronger or weaker than previously expected. In ex post evaluation, the important barrier is not only the diversity of conditions in which the organization operates, but also the great

complexity of the relationship Cause and effect, uneven distribution of effects, and timely change of company value (Błaszczuk, 2018:11).

2. Concept of Organizational Prestige:

Prestige is a key concept for many disciplines in the social and behavioral sciences such as psychology, sociology, economics, and anthropology, and through its impact on the cultural transmission of knowledge and the dynamics that shape cultural diversity, prestige has been considered a critical resource in the evolution of the social picture (Berl et al., 2020:1). In sociology, prestige is the preferred term, while in economics it is reputation, in marketing it means image, and in accounting and law goodwill, prestige is the term used by sociologists is defined as reputation arising from success, a preferred and publicly recognized name or status to achieve merit. , as sociologists distinguish between prestige and reputation and link a positive connotation to the first and a neutral connotation to the second, and sociologists use the term respect to denote the appreciation enjoyed by individuals (Shenkar & Yuchtman-Yaar, 1997: 1361-1362), In the same context, (Tajfel, 1978:1-39) asserts that the basis of the subject of organizational prestige is based on social classifications and social identity theory. In organizational thought, the entrance to social identity is based on three main elements (Van Dick et al., 2004):

- ❖ Individuals strive for positive self-esteem.
- ❖ This part of their self-concept stems from their membership in certain social groups.
- ❖ A positive identity can be maintained or reinforced by comparison with groups related to it.

This is how organizational prestige shapes the organization's relative attractiveness during the recruitment process (Collins & Han, 2004:686), and leads to individuals feeling the perceived glory of the organization (Cialdini et al., 1976:369), for example how students feel They are satisfied with the high retention rates at universities in which they see great prestige (Clopton & Finch, 2012:79). And then the concept of prestige moved to the fields of management and organization, to mean the word prestige, which is derived from a French word used as “prestige” in the original language and means respect as it is valuable, reliable and worthy of respect (Yıldız, 2018: 276). Prestige is based on an individual's assessment of the extent to which others have great appreciation for the company. Prestige is granted to a group or organization by others rather than insiders, as (March and Simon) sees that when individuals believe that their organization is highly appreciated by other parties, they tend to show off. More strongly with the organization (Fuller et al., 2006: 121-122).

Despite the fact that (March and Simon) were the first to discover the concept of organizational authority through their research in 1958, (Meal and Ashforth) were the first to conduct a comprehensive research on organizational authority as a perception or perception that arose as a result of a comparison between the organization Affiliate and other organizations conducted by the organization's staff (Yıldız, 2018:276). The perception of prestige is the standing of organizations among other institutions created by their own individuals' prestige standards and outsiders' prestige perceptions of the organization. It has been defined by (Mael & Ashforth, 1992:103) as the degree of organizational prestige when compared to other institutions, as described by (Smidts et al., 2001:1051) organizational prestige as an interpretation of the individual level and evaluation of organizational prestige based on information about the employee and the general focus is that organizational prestige is a feature that distinguishes and separates The company distinguishes itself from others and makes it perceived as more successful and more reliable than its peers. (Ciftcioglu,2010:90)

It is also defined as (the evaluations of organizational members about what others think of their organization) (Dutton & Dukerich, 1991: 519; Dutton et al., 1994: 240). Whereas (Bartels et al., 2007: 176) and his colleagues define it as (the prestige that is concerned with the employees' perception of how the outside world sees their organization). Prestige was also defined by (Lopez-Lemus et al., 2020:61) as (a multidimensional structure consisting of social indicators of prestige versus the resource that constitutes the economic indicators of prestige).

From the point of view of (Ates et al., 2017:105) and his colleagues, he and his colleagues know that organizational prestige relates to how to evaluate the “good” or “bad” organization. In other words,

organizational prestige is formed through the perceptions possessed by the various external stakeholders associated with the organization. The concept of organizational prestige refers to individual perceptions and information about the organization related to workplace situations such as emotional commitment and job satisfaction as well as the general emotional well-being of employees.

He defined it (Yıldız, 2018: 277) as the sum of the impressions of the parties outside the organization that are related to the organization as a result of their association with the organization. Organizational prestige does not only refer to the set of values owned by the organization and the views of its representatives, but also refers to everyone's interests, contact and awareness of the subject that has a direct or indirect relationship with the organization.

It represents organizational prestige from the point of view of (Smidts et al., 2001:1052) (how employees think about how people outside the organization view the organization). and thus themselves as members (Hameed et al., 2011:8) and this influences the identification and identification of employees (Dutton et al., 1994:240). Employees feel proud to work in the organization in a prestigious position, as it enhances their sense of self-worth. The more prestigious the organization, the greater the ability to enhance self-esteem through organizational identification and organizational identification (Mael & Ashforth, 1992:104). The opposite is also true. If employees interpret the organizational external picture unfavorably, they may experience personal negative outcomes, such as depression and stress (Dutton et al., 1994:241). This, in turn, can lead to undesirable organizational outcomes, such as increased competition among employees or reduced effort on tasks in the long run. Perceived external prestige may arise from various sources of information, such as the opinions of reference groups, word value, advertising, control of external company information, internal communications and even the way individuals perceive the company from the outside (Smidts et al., 2001:1053; de Jong & Gutteling, 2006:6).

Organizational prestige also refers to the degree to which the organization is respected, as it shows the social standing of the organization in relation to other peer organizations. The prestigious organization is considered to have high achievements in both financial performance and social performance, and receive characteristics of social value glory and give positive attributes to members of the organization. Individuals believe Usually, a reputable organization is a good place to work (Liu et al., 2014:792).

The Importance of Organizational Prestige:

Organizational prestige has gained importance in recent times because of its significant effects on organizational outcomes (such as work turnover, organizational uniformity, job satisfaction, and organizational commitment) (Kamasak, 2011: 210), The importance of organizational prestige has been emphasized by various authors (Dutton & Dukerich, 1991: 517-554; Dutton et al., 1994: 239-263), The organizational prestige is important through the following (Berl et al., 2020:2):

- A. Prestige can be considered a characteristic that an individual possesses and uses in the course of daily social life, as it differs from the prestige granted to organizations and societal structures that may be part of them, but are not independent of them.
- B. Prestige depends on the self-evaluations of others through the image of beliefs, values, attitudes and experiences acquired individually, socially and culturally.
- C. Prestige can consist of multiple dimensions, each representing different contributions from individual, social or cultural domains.

As with most organizations, perceptions of prestige, status, and reputation are influenced by the public images they maintain, In all the vocabulary of organizational thought, most research uses institutional measures of the prestige of the organization, and the exchange of the image of the organization. So far, the organization's organizational profile has had effects on diverse stakeholders. A previous study revealed an important correlation between the image and prestige of the organization with the satisfaction and loyalty of the current employees (Alves & Raposo, 2010: 73-85), as employees commit, and define the identity of the organization (Nguyen & LeBlanc, 2001:303-311), and they also found a correlation between Organizational prestige and organizational enrollment of employees in organizations (Fuller et al., 2006: 815-846).

The importance of organizational prestige also reflects the perceptions that members hold about that organization. Do individuals believe that their organization is highly respected and admired? It is a variable at the individual level of characteristics at the company level, as it consists of several sources of information such as the opinions of references, word of mouth, and information shared between the company, as well as internal conversations between employees. (Dutton et al., 1994:205) indicates that organizational prestige is As a result of the following questions: What do strangers think of me because I belong to this organization? Am I destined to work in this organization? It derives its importance from the employee’s sense of pride in belonging to a socially minded organization or the feeling of increased self-esteem when working in a high-ranking company and thus its importance can be considered as a social value to the company that employees derive from and how they embrace it within their self-concepts.

3. Descriptive analysis of the study variables:

Strategic adaptation variable:

This variable is measured from three sub-dimensions as follows:

- A. Adoption of strategic change: The results of the descriptive statistical indicators values of (arithmetic mean, standard deviation, percentage) shown in Table (1) to test the descriptive statistical analysis of the dimension (adopting strategic change), as it is clear that an acceptable response has been achieved, because the value of the arithmetic mean achieved It reached (3.62), which is higher than the value of the hypothetical mean, which indicates the response of the sample to the content of the paragraphs of the above dimension. As for the value of the standard deviation, it reached (1.16), with a percentage of (0.72), and at the level of the items that represented the scale, all of the mean An arithmetic mean that outweighs the hypothetical mean in varying degrees, as the paragraph (using its resources to respond to the available opportunities) achieved the highest response among the other paragraphs with an arithmetic mean (4.20), while the paragraph (inventing strategies to confront competitors' movements in providing goods) achieved the lowest response and an arithmetic mean (3.00).

Table (1) Values of descriptive statistics indicators for the dimension of adopting strategic change

ranking	percentage	standard deviation	Arithmetic mean	vertebrae	N
2	0.779	1.252	3.896	Plans to prepare for strategic change	1
5	0.602	1.750	3.009	Devises strategies to counter competitors' moves in providing goods	2
3	0.703	1.079	3.513	Its processes enable decisions to be made quickly when changing marketing conditions in the business environment.	3
4	0.703	1.340	3.513	He surveys his work environment to reduce the threats he faces.	4
1	0.842	0.408	4.209	He uses his resources to respond to opportunities.	5
	0.726	1.166	3.628	Overall average of the dimension of adopting strategic change	

B. Interaction with the environment:

the results of the descriptive statistical indicators values represented by (arithmetic mean, standard deviation, percentage) shown in Table (2) to test the descriptive statistical analysis of the dimension (interaction with the environment), as it is clear that an acceptable response was achieved, because the value of the arithmetic mean achieved It reached (3.69), that is, higher than the value of the hypothetical mean, which indicates the response

of the sample to the content of the paragraphs of the above dimension, while the value of the standard deviation reached (1.06), and with a percentage of (0.74), and at the level of the items that represented the scale, all of the mean An arithmetic mean that outweighs the hypothetical mean in varying degrees, as the paragraph (has systems for exchanging information from its external environment and how to exploit it) achieved the highest response between the other paragraphs and an arithmetic mean (3.91), while the paragraph (provides sufficient resources for its business activities to interact with its external environment) achieved the lowest response and an arithmetic mean (3.54).

Table (2) values of descriptive statistics indicators for the interaction dimension with the environment

ranking	percentage	standard deviation	Arithmetic mean	vertebrae	N
2	0.762	1.515	3.809	It collects information about what is happening in its external environment in order to take advantage of opportunities and meet challenges.	1
1	0.783	0.864	3.913	It has systems for exchanging information from its external environment and how to exploit it.	2
4	0.720	1.241	3.600	It encourages employees to interact with the elements of its external environment for a quick response.	3
5	0.710	0.819	3.548	Provides adequate resources for its business activities to interact with its external environment.	4
3	0.725	0.863	3.626	Develops the knowledge of employees who perform interaction activities with the external environment.	5
	0.740	1.060	3.699	The overall average of the interaction with the environment	

C. Strategic interaction:

The results of the descriptive statistical indicators values represented by (arithmetic mean, standard deviation, percentage) shown in Table (3) to test the descriptive statistical analysis of the dimension (strategic interaction), as it is clear that an acceptable response has been achieved, because the achieved arithmetic mean value has reached (3.89), that is, higher than the value of the hypothetical mean, which indicates the response of the sample to the content of the paragraphs of the above dimension, while the value of the standard deviation was (1.17), and a percentage amounted to (0.77), and at the level of the items that represented the scale, all arithmetic means exceed The hypothetical average and in varying degrees, as the paragraph (characterized by its relationship with other marketing centers with open communications) achieved the highest response among the other paragraphs with an arithmetic mean (4.07), while the paragraph (with the participation of his management in conducting research with the aim of developing his business) achieved the lowest response and an arithmetic mean (3.73).

Table (3) values of descriptive statistics indicators for the strategic synergy dimension

ranking	percentage	standard deviation	Arithmetic mean	vertebrae	N
5	0.746	1.172	3.730	He engages his management in conducting research with the aim of developing his business.	1
3	0.763	1.136	3.817	Employees of all levels collaborate to accomplish complex tasks.	2
2	0.809	1.231	4.043	Contributes to the development of some products.	3

4	0.762	1.139	3.809	It participates with other centers in marketing some of its products.	4
1	0.816	1.171	4.078	Its relationship with other marketing centers is characterized by open communication.	5
	0.779	1.170	3.895	The overall average of the strategic synergy dimension	

The response level of the researched sample to the variable (strategic adaptation) can be summarized as shown in Table (4), as the three dimensions in which the variable was measured have achieved an acceptable response because the achieved arithmetic mean reached (3.74), which is higher than the value of the hypothetical mean and with a deviation normative (1.13), and the level of relative importance reached (0.74), which the management of the surveyed organizations must work to achieve higher levels than the current situation, and at the level of dimensions, the dimension (strategic synergy) achieved the first order among the other dimensions with an acceptable response because the arithmetic mean The realization reached (3.89), while the last sequence was for the dimension (adopting strategic change) with a response rate of (3.62), which is higher than the hypothetical mean value.

Table (4) Summary of statistical indicators at the level of the sub-dimensions of the strategic adaptation variable

ranking	Relative importance	standard deviation	Arithmetic mean	Dimensions	N
3	0.726	1.166	3.628	Embracing strategic change	1
2	0.740	1.060	3.699	Interact with the environment	2
1	0.779	1.170	3.895	strategic synergy	3
	0.748	1.132	3.740	overall strategic adaptation	

Organizational prestige variable:

The results of Table (5) show the results of the descriptive statistical analysis test for the variable (organizational prestige), as it becomes clear that the values of the descriptive statistics indicators represented by (arithmetic mean, standard deviation, percentage), achieved an acceptable response, since the achieved arithmetic mean value reached (3.27, that is, higher than the value of the adopted hypothetical mean, which indicates the response of the sample to the content of the dimension items, but the response needs to be strengthened more, while the value of the standard deviation was (1.03), and by a percentage amounted to (0.65), and at the level of the scale items, it has achieved Acceptable arithmetic means except for one paragraph, as the paragraph (the employee who seeks to develop his career in our directorate should be a collaborator (R)) achieved the highest response among the other paragraphs and with an arithmetic mean (4.26), while the paragraph (our directorate does not have a good reputation in my community R.) was the lowest response and an arithmetic mean (2.68).

Table (5) values of descriptive statistics indicators for the organizational prestige variable

ranking	percentage	standard deviation	Arithmetic mean	vertebrae	N
3	0.666	1.097	3.33	Our directorate is one of the best (divisions) I work in.	1
4	0.610	1.077	3.05	Employees from other directorates look at our directorate with disdain.	2
2	0.668	.981	3.34	Employees are proud to work in our department	3

6	0.536	1.118	2.68	Our directorate does not have a good reputation in my community.	4
1	0.852	.872	4.26	The employee who seeks to develop his career in our directorate should be a collaborator.	5
5	0.602	1.066	3.01	When other directorates hire new staff, they don't want our staff to move to them.	6
	0.656	1.035	3.278	General Average	

Source: Prepared by the researcher based on the outputs of SPSS V.23

Testing the hypotheses of correlation and influence between the study variables:

The main hypothesis: It assumes the existence of a positive, statistically significant correlation and effect of strategic adaptation in organizational prestige. Within the statistical program (SmartPLS), the results of this hypothesis are available in Figure (2) and (3) and Table (6) that show the correlation and influence between strategic adaptation and pink marketing and the direction of this relationship, which are as follows:

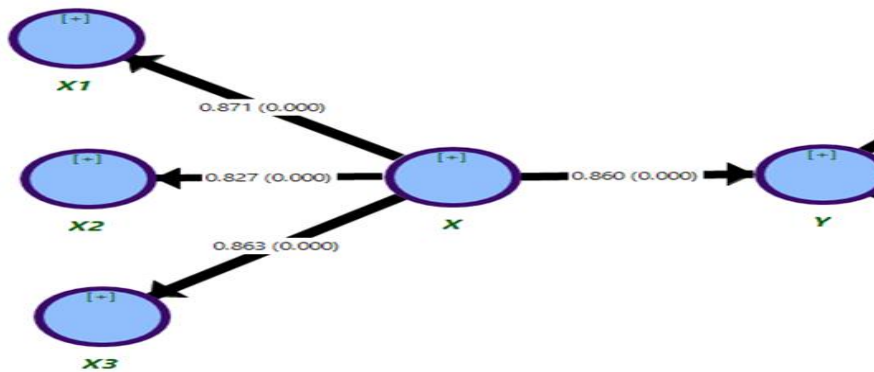


Figure (2) Impact factor of strategic adjustment on organizational prestige

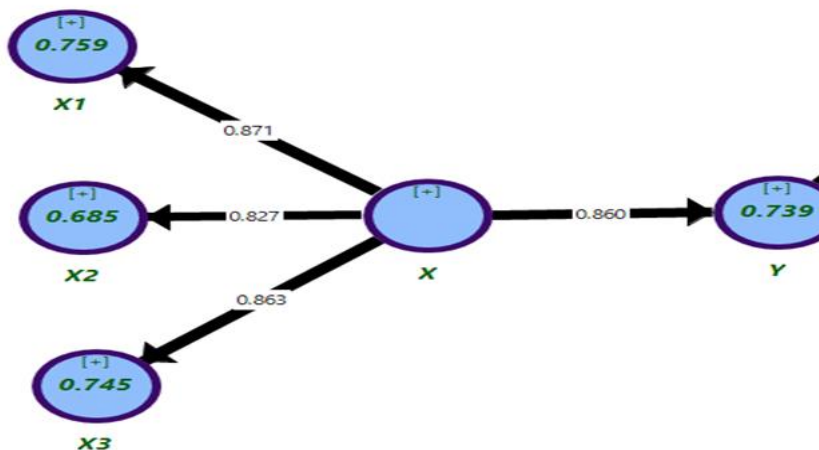


Figure (3) The coefficient of determination of strategic adjustment in organizational prestige

Table (6) Impact factors for strategic adjustment on organizational prestige

	Original Sample(O)	R	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
X -> Y	0.86	0.859	0.026	33.452	0.000

It is noted in Table (6) and Figure (2) the coefficient of determination, which indicates the amount of variation explained by the strategic adaptation of organizational prestige, which is (74%), which is an acceptable percentage. 5%), the strategic adaptation has a positive effect on organizational prestige by (86%), which is significant at the level of significance (0.05), but according to these results above, the main hypothesis is accepted that there is a positive correlation and influence between strategic adaptation and organizational prestige.

Conclusions:

The most important characteristic of organizations that pursue the strategic adaptation process is their speed in responding to and accommodating various environmental changes, and this increases their competitiveness in the markets, and thus this will be reflected on the organization's strategic future. Therefore, the Najaf Directorate should diagnose environmental variables by identifying the variables. Which is related to their activity and this requires a strategic analysis either at the level of the mall as a whole or at the level of sales agencies in the mall, and it is possible to do a SWOT analysis to identify the strengths, weaknesses, opportunities and threats, and this in turn contributes to drawing a strategic roadmap for the directorate of the study community.

The variable (strategic adaptation) achieved a higher response than the variable (organizational prestige), which means that the directorate under study is more interested in strategic adaptation, which makes the directorate able to survive in the long term, because strategic adaptation is one of the most decisive factors in the survival of organizations, and this indicates However, the Directorate applies the concept and techniques of strategic adaptation.

The results showed that the dimensions of strategic adaptation came in the order of (strategic synergy) in the first place, then (interaction with the environment) and finally (adopting strategic change), and this means that the directorate in the surveyed community gives priority to interaction and cooperation among them within the directorate to raise the level of overall performance, And then in the second place they pay serious attention to the content of information and the sources of obtaining it from the environment, and in the last place they try to change the current situation of the Directorate in order to achieve greater success.

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