

النظام القيمي الفاعل وأثره في التجدد الاستراتيجي

(Hultman & Gellerman,2002)

(Mahnke & Aadne,2006)

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Effective value system and it's effect on strategic renewal
An analytical study to opinions of sample of private bank's managers
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Abstract: This study is concerned with exploring strategic renewal from the point of effective value system of the decision makers in Iraqi private banks. In order to achieve study's goals, two academic models were chosen. The first is Hultman and Gellerman (2002) model for investigation the effectiveness of value system, and the second is Mahnke and Aadne (2006) model of strategic renewal .Questionnaire had been arranged, according to these models, and distributed to a sample of branch managers of some of Iraqi private banks with response rate (81%). Using many of statistical tools, i.e. means, standard deviation, Spearman correlation coefficient, and Mann-Whitney coefficients, the most important conclusions were representing by dominant the growth value in this banks and the value system was effective. The research ends with many recommendations toward viewing the value system as one of the best approach for studying the strategic renewal and corporate strategy, and this matter may be best subject to other researches in the future especially in local environment.

(Pearce II & Robinson Jr., 2005:68)

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(Lussier,2005:88) worth

.(Hultman & Gellerman,2002:44)

(Pennings,1970:397)

Jones ,)

(Glueck,1980:41) .(1995:170

(Trice & Beyr , 1984:655)

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(Becker & Connor,1985:56-59)

(Schwartz,1992:4)

(Feather,1994:35)

(Hatch,1997:214)

(Daft,2001:334-335)

Schermerhorn et) .(Wit & Meyer,2004:878)

Kreitner &)

(al.,1997:57

Ivancevich &)

(Kinicki,2001:452

(Matteson,2002:83

(Robbins,2003:62)

Judgmental

Content attribute :

Intensity attribute

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Rokeach,1973:5 ; Hultman & Gellerman , 2002:4 ; Robbins,2003:62)

(Kreitner &)

(Kinicki,2001:70

(Lussier,2005:88)

(Schwartz,1992)

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:(Rokeach,1973:6) -

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:(Mizutani & Tomioka,2003:1-5) -

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(Hultman & Gellerman,2002:16)

.(Rokeach,1973:20)

Value (VAL)

(Gellerman ,2002:15 Hultman &)

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Assessment Inventory

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Ravasi &)

: (Lojacona,2005:52-54

Corporate transformation

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(Folkeringa et al. , 2004:1-23)

Crossan)

(& Berdrow,2003:1087

.(Crossan et al.,1999)

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(Wheelen & Hunger,2004:291)

Pearce &)

(Robinson,2005:345

(Williams,2005:1)

(Agarwal,2006:1)

(Mahnke & Aadne,2006:1-8)

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Competitive spaces

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(Hultman & Gellerman,2002)

. (Mahnke & Aadne,2006)

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Guth & Tagiuri,)

1965 : 123-132 ; Hodge & Anthony , 1991 : 262 ; Andrews , 1987 : chapter 4 ;
Vancil , 1986 : 4-5 ; David , 1995:159-160 ; Glueck,1980:41-42; Macmillan &
.Tamoe , 2000 : 13; Hultman & Gellerman,2002:5)

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Hultman &) (Gellerman , 2002:51-60

(-) (Hultman & Gellerman, 2002:121-122)

Mahnke & Aadne,2006:4-) (

Hultman &) .(8

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2 انطلاقاً من وجهة نظر (Hultman & Gullerman, 2002) الفائلة بان عدم تجاوز نصف مساحة المقياس يوشر وجود قيم غير فاعلة.

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Spearman

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Mann-Whitney

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