IMPACT OF THE ORGANIZATIONAL CULTURE ON ORGANIZATIONAL LOYALTY
(FIELD STUDY IN THE COLLEGE OF AL-KUNOOZ UNIVERSITY)

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Article history:		Abstract:
		This paper determined to identify the impression of adaptation [organizational culture] on [organizational loyalty] and consider it a predictive variable (1) purpose, (2) ownership, (3) climate, (4) effective leadership, (5) university values, (6) openness, in all of its dimensions (1) organizational commitment (2) effective commitment (3) continuous commitment (4) normative commitment. The questionnaires distributed to the responsible specialists and staff at 87 samples served the study's research. The statistical programmer [IBM SPSS] V. (22) was used to discover the (mean measurement), the [standard deviation] and the relative importance of the dimensions of the predictive variables [organizational culture]. The overall dimensions significantly affect the variables [organizational culture] on the [dependent] variable, university organizational loyalty in totality. The statistically [significant effect] on the variable's dimensions: the [organizational culture (1) values (2) organization property (3) organizational climate], on the [dependent] variable, the [organizational loyalty] completely. This is the process by which [organizational culture] toward the memberships of the University, that common university values that help to understand, organize, develop and increase the performance of the education, leads to the commitment and dedication of the memberships of the further education college to all that contribute to the success of the University, as well as the goal of all that is not only to remain at the university but also that everyone is actively trying to find jobs in other fields at the [college or university] itself to complete their aims and thus develop and achieve the university's objectives.

INTRODUCTION:
Humans are a big help to every society **(Cooley, M. 2000)**. To make the best use of human power, the critical role of learning and acquiring and honing an individual's abilities contributes to the management and growth of society **(Rieckmann, M. 2018)**. Education look at using different advanced education methods in their work within the University. An employee or professor was considered to be at the center of the claim of these methods, which enhance the university's effectiveness. It influences their job performance at the university and the institution by generating an underlying atmosphere that encourages employers and promotes his\her organizational loyalty. In addition, the use of [organizational culture] sets out concepts, behaviours, and work trends, leading to improved development and organizational and scientific performance (Alshammari, A. A. 2020).

Specialists agree that [organizational culture] plays an active role in developing university corporate loyalty (Sutanto, H., & Setiadi, N. J. 2021). It follows ideals that motivate individuals to be efficient and loyal to such institution they belong to and therefore distinguish and promote the institution.

The fact that an institution's culture is essential for its progress and development high. lights the necessity of [organizational culture] for using human resources and energies (Al-Swidi, A. K.et.al, 2021). Through a

series of regulations and laws of the institution that guide workers in the right direction, University culture is, therefore, a focus for researchers to learn about this phenomenon, its dimensions and principles, and how it can be developed to make the university fit the internal and external environment of the university and to ensure continuous improvement. The research problem was that the lack of organizational loyalty of employees in educational institutions was caused by a lack of commitment to the principles of university organizational culture, which contributed to the progress of the performance and general organizational loyalty of employees in educational institutions, including [al-kunooze university collage].

The research premise is that applying the principles of [organizational culture] to the staff and professors of the University of Treasures affects university organizational loyalty, in that way underwriting the improvement of their university name and enhancing the College's confidence in the University's management and mission. Survey to find out more about the power of [organizational culture] on [organizational loyalty] at the University by examining and reformulating the principles of [organizational culture] and its components at the University, and exploring the idea of organizational loyalty, its components and its role in improving the overall the faculty's activities.

This research was conducted at Al-Kunooz University, Calef Business, to examine how corporate culture may help to mote professional employee loyalty. It is essential in shaping employees' behaviour, which negatively or positively impacts their performance. The college of Al-kunooz university needs to improve its strategic performance requires a search for the relationship between the factors that affect the improvement of this performance. For the researcher, it became clear that selecting the relationship between organizational culture and organizational loyalty as the best case for improving teachers' overall strategic performance at Al-Kunooz Universit college was best choice foenhancingng teachers' overall strategic performance. The primary justification behind the selection is the importance of organizational

culture and organizational loyalty in motivating teachers towards improving their college teaching performance. The researcher chose the college of Al-kunooz university as a field of study (because it is a young college and needs studies that help improve its performance). The research problem is defined by the main question (To what extent can organizational culture contribute to strengthening organizational loyalty at the college of Al-kunooz university? The theory is based on the assumption that (There is a statistically significant effect of organizational culture on the level of organizational loyalty at the college of Al-kunooz university); the researcher performed a study on a sample of instructors from Al-Kunooz University's college with a total population of (94). A questionnaire was utilized to collect data for the analysis.

First: research methodology
Problem statement:A major revolution in Iraq's institutions of educational and scientific research (private sector), especially in colleges and universities, requires strengthening organizational loyalty to achieve the university or college's objectives and to provide an appropriate working environment for its staff. This requires an Organizational culture in which the Organization has its characteristics and provides the framework for how the work is done within the Organization; coordination Organization's culture's influence on the outcome the performance and loyalty of employees. Also, give the role played by the Organization's culture in influencing the performance and loyalty of employees. The framework illustrates how work is done within the Organization, which requires an organizational culture based on trust among workers. Teamwork dramatically helps to achieve loyalty to the efficient completion of tasks so that the study problem is based on two aspects. The first will briefly review the theoretical side of the difficulty. The second will present the field Side or realistic side of it. In contrast, positive culture substantially impacts various work behaviours and their commitment to achieving their university goals (Cao, Z., Huo, B., Li, Y., & Zhao, X, 2015). Although previous studies did not

agree on the nature of the impact of [organizational culture] on [organizational loyalty], they indicate the necessity of further research into this relationship and an indication of the expression studied because of the study.

The second study problem focuses on the importance of organizational loyalty and the role of organizational culture in strengthening it, especially in the [college of Al-kunooze university], the subject of study. It needs to build solid foundations for organizational loyalty, expecting that organizational culture will be essential in strengthening this loyalty. To get a deeper grasp of the issue, it is essential to study the university's culture. It has the capacity to grow and strengthen university employees' allegiance to the organization.

The following questions defined the problem:

To what extent can organizational culture strengthen organizational loyalty at the college of Al-kunooz university?

- Because of the sensitivity of the role played by staff members, understanding their culture has a significant impact on their commitment and loyalty to their university. This study has shown the dimensions of culture and employment belief at the university area of study.

Study limitations:

- Thee recent establishment of the university may make it difficult to accurately determine the relationship between the main variables of the study.

Objectives:

- Explore the impact of organizational culture on organizational loyalty at the university.

- Explore the concept of organizational culture and its components and reformulate it at the university.

- Explore the concept of organizational loyalty and its components and its role in improving the university's overall performance.

Importance of the study

- This is my first study at the college of Al-Kunooz University. It attempts to uncover the relationship between organizational culture and organizational loyalty at the college of Al-Kunooz University. - Organizational culture and organizational loyalty are two critical factors in any organization (since its establishment).

- It provides researchers and scholars with a broad base of information about university organizational culture, organizational loyalty at the university, and their importance in improving teachers' performance.

- The diversity of specializations of the teaching staff at the university may lead to some discrepancies in their opinions about the relationship between the study's variables.

- The difficulty of obtaining studies or measures of the direct relationship between the study variables.

Hypnotical model and hypotheses

- hypnotical model:
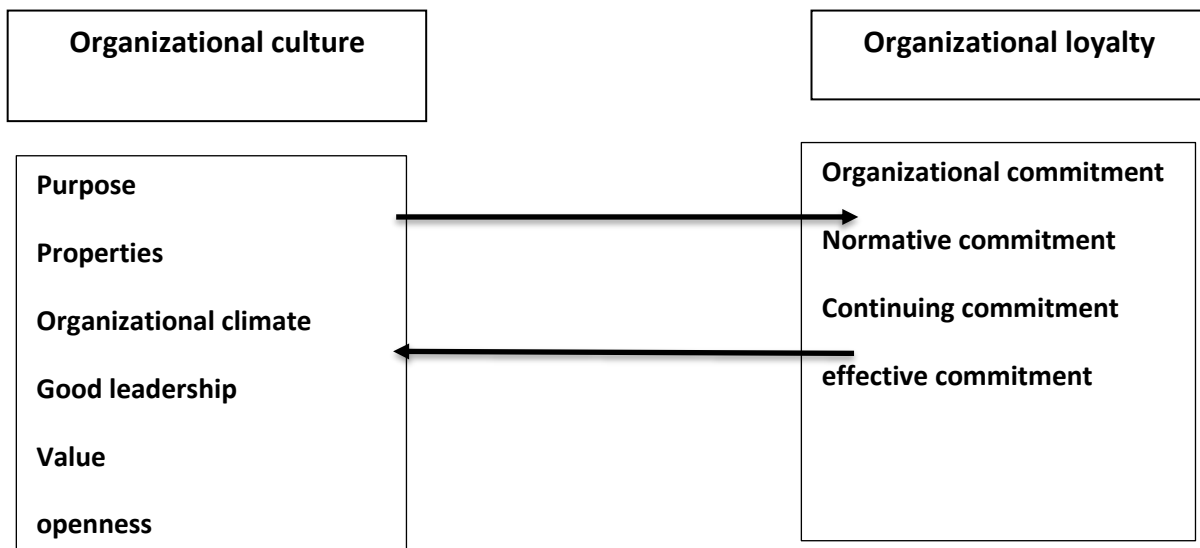
Hypotheses: The central hypothesis: There is a statistically significant effect of organizational culture on the level of organizational loyalty at the college of Al-kunooz university.

Sub-hypothesis (1): A statistically significant effect of (purpose)on organizational loyalty at the college of Al-kunooz university.

Sub-hypothesis (2): There is a statistically significant effect of (properties)on organizational loyalty at the college of Al-kunooz university.

Sub-hypothesis (3): Ais a statistically significant effect of (organizational climate)on the level of l loyalty at the college of Al-kunooz university.

administrators, professors, and staff to effectively manage an efficient academic environment for health education, it is vital to essential ongoing cultural evaluation and transformation (Coelho, F.et.al, 2021). In higher education, culture can be considered as the values and norms of lecturers (officials, academics, learners, trustees, and team members), communicated orally and unconsciously and based on tradition. (Sorour, M. K., Boadu, M., &Soobaroyen, T, 2020). This means that values and beliefs are the most influential on a person's thinking and behaviour in the Organization, which gives culture the most significant role in influencing people's perceptions and actions of a person. Communication, teaching, and transfer of organizational culture among members aid the organization in adapting to changing environmental conditions and integrating internally; it serves as a problem-solving framework even as a tool to improve the functioning of the organization as well as its decision-making process, performance, effectiveness, and competitive position (Kistyanto, A, et al. 2021). Describe university culture as a set of norms, values, practices, beliefs, and assumptions that are mutually formed and shape the behaviour of people and groups in the context of a higher education institution Nunez, et al. (2020). Because the university is an interconnection of academic, administrative, and technical organizations, it is also the home of individuals from diverse cultures… Due to the powerful college culture, it is possible to identify it. Because of common principles, established rules of behaviour, including the college's desire to follow them.

Sub-hypothesis (4): There is a statistically significant effect of (good leadership) on l loyalty at the college of Al-kunooz university.

Sub-hypothesis (5): There is a statistically significant (university value) effect on organizational loyalty at the college of Al-kunooz university.

Sub-hypothesis (6): There is a statistically significant effect (openness)on the level of l loyalty at the college of Al-kunooz university.

Second: Theoretical framework

1 - organizational culture

Organizational, operational critical component when it comes to operational decision-making at universities. For Poor culture at the institution, on the other hand, was defined by differences in opinion on fundamental principles, ethics, and adherence to both documented and unofficial codes of morality. (HOE, K. W, 2021). To explore a unified formula for university culture, which contributes to unifying the visions of the different parties in the university and involves a proper orientation for the future, some exceptional views some essential components of university culture. Then we reformulated this to help fore explore some normative characteristics of university culture (Georgieva, M., &Abdelazim, A, 2020). According to some specialists, university culture is the primary academic outlook, educational attitudes, knowledge and understanding, and higher education surrounds, with the university environment as important components (Semenets, V. et. al, 2021)**.** In a university, campus culture is defined by its originality, educational characteristic, openness, leadership, diversity, and inventiveness, among other things **(**ODonnell, P., & Anderson, L, 2021). (Xianghong Tian,2012), Purpose, ownership, community, effective communication, and excellent leadership are the five fundamental components that establishments should address (Andy Cabistan, 2017). Others cited managerial style, strategic plans, environment, incentive system, leadership, and the organization's core principles as components of organizational culture (Ertosun, O, et al. 2018). To a practical concept of university organizational culture that can serve as a basis for testing the relationship of university organizational culture with the organizational loyalty of members of the university community, the following table has been develod.

Andy Cabistan,2017	Cameron & Quinn, 1999	Xianghong Tian,2012
purpose	strategic plans	And individuality
Ownership	Climate	academic feature
community,	Reward system	Opening
effective communication	Leadership	Leading
Good leadership.	fundamental values of the Organization	variety and creativity

In comparison with the essential elements of the university, which constitute the field in which the unified university culture should cover all cultural orientations in the university, the following were selected:(purpose ، ownership، climate ،good leadership ،fundamental values of the Organization ،Opening).

2 - organizational loyalty

Organizational loyalty is generally seen as (the willingness of an employee to make utmost effort for the Organization and their strong desire to stay in where all workers tend to accept organizational goals and values that they are aware of, which makes them do not want to leave the Organization for reasons, the most important of which are (salary increase, job position, professional freedom, or other work-related issues), Organizational loyalty is described as the desire to put in long hours and devote your time and energy to a job or activity, [Organizational loyalty] is based on three areas: (1) Emotional loyalty, (2) Standard (moral) loyalty, (3) Continuous loyalty,(Joanna Rosak et al.,2020). The loyalty of the teaching staff to the university or educational institution directly affects the targeted university outcomes **(Latip, M, et al. 2020).**At a time when the loyalty of the faculty to the university reflects their behaviour, awareness, and attitudes towards the performance of practical impact on organizational commitment. Higher education institutions are now facing various challenges to improve their organizational capabilities, disseminate knowledge and serve the community **(Pucciarelli& Kaplan, 2016; Lesley, 2018; Kaplan &Haenlein, 2016).** For example, corporate organizations and educational institutions have a shared organizational culture,

work at the university. It also reflects conscious obedience to the superior (direct and indirect) (Mohamed, K. S, et al. 2020). This refers to the orderly and productive relationship between all; the specialists may almost unanimously agree that four elements define organizational loyalty: (1) Organizational Commitment, (2) Normative Commitment, (3) Continuing Commitment, (4) Effective Commitment (idem, K. 2018).

3 - The connection between organizational culture and employee loyalty

The underlying values and beliefs held by all members of an organization are characterized as culture **(Lam, L.et.al. 2021),** which unifies people's views and efforts and guides them to accomplish organizational goals **(Men, L. R., Yue, C. A., & Liu, Y. 2020).** Regarding (Liu et al. 2018), A culture is a unique collection of conventions, principles, perceptions, and behaviours that define how groups and individuals behave. A healthy organizational culture, according to Glazer, S, et al. (2018)**,** is what will promote commitment among the people of the institute. **(Furtasan Ali Yusuf, 2020) Because** common values unite the efforts of all members of the Organization towards the Organization's common goals**.** As well as this means that, the organizational culture has a direct and

which unifies the organization's basic orientations as well as its individuals' preferences, attitudes, and behaviors to achieve common organizational goals **(Zeb, A., Akbar, F., Hussain, K., Safi, A., Rabnawaz, M., & Zeb, F. 2021).**

Summary:
The loyalty of teachers has become one of the problems that universities should be concerned with. The lack of loyalty of the teaching staff has negatively affected the quality level of the university's performance. However, university culture may help improve (feelings of satisfaction with the university and the consequences of sticking to the university and not thinking of leaving it). This makes the teaching staff familiar with organizational goals, organizational culture, operational manuals and what the university expects from the teaching staff. Since the university's culture is based on rules, policies, assumptions and ethics, this helps unify the direction (thinking and behaviour of teachers) towards providing the best performance for the university, thus emphasising the impact of university culture on loyalty of faculty to the university.

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Third: design and methods of study

The research depended on its structure and orientation on the Descriptive method using the inductive approach (presentation, analysis, discussion and abstraction) on the theoretical side and quantitative methodology on

the practical side. The study community included leaders and teachers in the college of Al-kunooz university. According to the statistical methods for determining the sample, a sample was selected from the study po-modeloneToto acquire data; file fields were performed

to test the following hypotheses: University leadership and organizational loyalty questionnaire developed to measure the link between the two. The research employed a variety of statistical approaches to analyze the data.

The respondents ' information should be noted that they are competent and have degrees with several doctorates. This shows that 100% of respondents are scientific disciplines, and to obtain all the results of the research, the statistical analysis program was used to use statistical methods th the variables used in this study; the resolution dimensions were analyzed by finding the weights off and apply scale introduced in the statistical analysis programmer, and by dividing 4/5. (Four express distances and five express choices) We get the length and the sum of the period (0.80), from which we find the weights of the scale as follows:

Table (1) Descriptive Statistics of the Results of Respondents to the Changing Dimensions of University Organizational Culture .

Dimensions	frequency	mean	Std.Deviation	evaluation
Purpose	87	2.47	0.440	Disagree
Property	87	3.28	0.581	Neutral
organizational climate	87	3.37	0.525	Neutral
good leadership	87	3.31	0.541	Neutral
Values	87	3.26	0.608	Neutral
Openness	87	3.29	0.453	Neutral
Total dimensions	87	3.16	0.525	Neutral

Table (1) shows that the average measurement (arithmetic average) for the dimension of the purpose was 2.47, which is at) did not agree (i.e., respondents to this variable did not agree that the stakeholders took account of the purpose and the standard deviation (0.440).
The property dimension was 3.28 and is at (neutral), meaning that the respondents to this variable were neutral, considering the property dimension with a standard deviation (0.581). The organizational climate was 3.37 (neutral), i.e. respondents were (neutral), considering the organizational climate dimension with a standard deviation (0.525). In addition, at the dimension of good leadership (3.31) (neutral), that is, respondents are neutral, considering the dimension of good leadership with a standard deviation (0.541). At

the dimension of values of the university organization (3.26) at (neutral), that is, the respondents are neutral, considering the dimension of values of the university organization with a standard deviation (0.608). In addition, at the dimension of opening (3.29) at (neutral), that is, respondents are (neutral) considering the dimension of opening with a standard deviation (0.453). In addition, it was found that the average overall measurement of total dimensions was (3.16), that the respondents were (neutral) towards the resolution axes of the university organizational culture variable

Table (2) Descriptive Statistics of the Results of Respondents for the Dimensions of Organizational Loyalty variable.

Dimensions	frequency	Mean	St.d	relative importance	evaluation

Organizational Commitment	87	3.34	0.530	83.5	neutral
Effective commitment	87	3.40	0.450	85	agree
Continence commitment	87	3.30	0.480	82.5	neutral
Normative commitment	87	3.38	0.520	84.5	neutral
Total dimensions	87	3.36	0.495	84	neutral

Table 2 shows that the average measurement (arithmetic average) of the dimension of the organizational commitment was (3.34) neutral in the sense that the respondents to this variable's questions from their point of view were neutral, considering the dimension of the organizational commitment was a standard deviation (0.530). The dimension of a practical commitment has also been (3.40). It is (agreed) that respondents to this variable's questions agreed on the dimension of a practical commitment to a standard deviation (0.450). The dimension of a continuous commitment (3.30) (neutral. That dimension is continuing commitment with a standard deviation (0.480). In addition, the dimension of the normative commitment (3.38) is neutral; the respondents are neutral to that dimension of the normative dimension with a standard deviation (0.520). Also, it was found that the average overall measurement of total dimensions was (3.36) that the respondents were of the view that the resolution axes of the Organizational Loyalty Variable were neutral.

Fourth: regression analysis (enter and stepwise)
Regression Simple and multilinear
Linear regression is used to demonstrate the effect between independent and dependent variables and the strength of the relationship between them, and whether a linear or nonlinear relationship was considered, through
H0: There is no statistically significant effect between organizational culture in all its dimensions, namely (purpose, property, organizational climate, leadership, value of university and openness).

model factors, by studying the data that values these factors and from which we can predict dependent variables after independent variable values exist.
The method equation for standard simple regression:
$y = a + x + e$
y: dependent variable
a: Constant Variable
x: independent variable
e: random error
The method equation for progressive multiple regression:
$Y = a + B1X1 + B2X2 + \cdots + e$
a: constant value
B1: Tilt the first independent variable over the dependent variable
B2: Tilt the second independent variable over the dependent variable
X1: the first variable
X2: the second variable
e: remained
Regression analysis (enter)
Hypothesis testing : The standard simple regression method by which all independent variables are inserted into the regression equation and then come up with a model showing me whether there is a relationship or correlation between independent variables or dependent variables, and thus the impact of university organizational culture on university organizational loyalty.

Main hypothesis:
In addition, organizational loyalty in all dimensions (organizational commitment, affective commitment, continuous commitment, normative commitment).

Table 3: Simple regression weights of the independent variable organizational culture and its impact on the dependent variable of organizational loyalty.

Independent variable	A	β	T calcu-lated	T table	Sig.	F calcu-lated	F table	Sig.	Depended variable
Organiza-tional loyalty	1.282	0.655	7.051	1.990	0.000	49.72	4.001	0.000	Organiza-tional culture
$R = 0.61$ $\qquad$ $R^2 = 0.39$ $\qquad$ R^{-2}									

Table (3) indicates that the correlation factor R = 0.61, the identification factor R 2 = 0.39 and the corrected identification factor R- 2 = 0.36, which means that the independent variable explains the university organiza-tional culture how valuable it is (36%) of the variation of the dependent variable is university organizational loy-alty. The rest is due to other factors, and the impact was B. (0.655): Whenever the independent variable changes one degree, the dependent variable changes. (65.5%) degrees respectively, and T showed this change of 7.051, which is lamore significant than T tabular (1.990) and semantic. However, although the level of semantics is accepted in this study (0.05), F showed the morale of this change of (49,721), which is greater than its sched-ule value. (4.001) based on the results, we accept the alternative hypothesis that there is a st tistically signifi-cant effect of the total dimensions of the variable - uni-versity organizational culture - on the dependent variable - university corporate allegiance in its entirety and the rejection of the nihilistic hypothesis that has been de-fined. It is considered a good influence model:

Y= 1.282+ (0.655) organizational culture

Regression analysis stepwise

H1: There is no statistically significant influence between the dimensions of the predictive variable - university organizational culture
(purpose, ownership, organizational climate, good leadership, values of university

organization, openness) and the variable predicted by university organizational loyalty in its entirety (organizational commitment, affective commitment, continuous commitment, normative commitment).

	dimensions	A	β	T collected	T table	Sig.	F collected	F table	Sig.	Depended on variable
1	value	2.474	0.270	5.216	1.990	0.000	27.204	4.001	0.000	Organizational loyalty Organization
$R = 0.49$		$R^2 = 0.24$		$R^{-2} = 0.23$						
2	Value	2.061	0.220	4.287	1.990	0.000	20.447	3.150	0.000	Organizational loyalty
	property		0.175	3.258		0.002				
$R = 0.57$		$R^2 = 0.32$		$R^{-2} = 0.31$						
3	Value	1.752	0.195	3.773	1.990	0.000	15.777	2.758	0.000	Organizational loyalty
	property		0.167	3.156		0.002				
	climate		0.125	2.158		0.034				
$R = 0.60$		$R^2 = 0.36$		$R^{-2} = 0.34$						

Table (4): multiple regression weights (progressive) dimensions of the independent variable university organizational culture and its impact on the dependent variable of university organizational loyalty.

Table (4) indicates that the correlation factor R = 0.30, the identification factor R 2 = 0.09 and the corrected identification factor R- 2 = 0.07, which means that the dimensions of the independent variable explain the organizational culture, namely (values of university organization, property, organizational climate), the value (34%) of the dependent variable of organizational loyalty in total and the rest due to other factors. The effect was B (0.195. 0.167. 0.125), respectively, in the sense that the dimension of the independent variable changes one degree, the dependent variable changes (19.5%, 16.7%, 12.5%), and T shows this extreme change (3.773. 3.156. 2.158), which is greater than the adult tabular T (1.990) and at the semantic level (0.000. 0.002. 0.034), knowing that the level of connotation is accepted in this study (0.05). The f significance of this change (15.777) is greater than the F tabular, which has a value of 2.758. Based on the results, we accept

the alternative hypothesis that there is a statistically significant influence on the dimensions of the variable - the university organizational culture (values of the university organization, property, and organizational climate) - on the dependent variable, the university organizational loyalty in its entirety and the rejection

of the null hypothesis that has been defined. It was considered a good influence model:
Organizational loyalty variables Y= 1.752+ (0.195) value+ (0.167) property+ (0.125) climate. (Organizational culture).
The other dimensions of the independent variable (purpose, good leadership, openness), respectively, have been excluded because the partial correlation for these dimensions is very weak (0.090, 0.112, 0.185), so it is a non-statistical significant (0.417, 0.312, 0.092). It is

bigger than the acceptable considerable level (0.05), so this dimension was gradually excluded (stepwise).

CONCLUSION

1- After using the standard simple regression tool, we have concluded a [statistically significant] effect of the total dimensions of the variable [organizational culture] on the [dependent variable] - organizational loyalty in its Completeness - a regression model is an excellent choice influence.

2- With the use of the Progressive Multiple Regression Tool, we have concluded that there is a [statistically significant] influence on the dimensions of the independent variable (university organizational culture) (values of university organization, property, organizational climate) on the dependent variable, university organizational loyalty comprehensively, and is considered a well - influenced regression model.

3- The application by senior management of the dimensions of the independent variable (university organizational culture) achieves university organizational loyalty.

The members of the University apply university organizational culture, which is closely associated with university values that help to understand, organize, develop, and enhance relationships to the inefficacy of the university itself. This leads to the members of the faculty being committed and dedicated to all that the University does well, as well as the desire of all to not only stay at the university but also to aggressively aspect in place of other jobs.

Recommendations

1- When results are considered, it becomes clear that the objective is to strengthen university management staff and cadres' loyalty and university affiliation. The Faculty Council and the university's president have adopted the research's findings, which have increased academics and employees' loyalty to the university and laid the framework for the institution's success. The university should strive to create a comfortable learning environment for both academics and students by effectively coordinating academic and administrative bodies and the scientific and teaching requirements of all relevant parties, including educators and scholars themselves, and by incorporating current and future educational insights and perceptions into the course procedure of teaching t

foster creativity and development in a university environment.

2- The university is privately owned, ensuring a conducive academic atmosphere for professors and paying their salaries and benefits so that subscriptions do not really impose a financial or value load on learners.The University should endeavour to provide a comfortable learning environment for both teachers and students through effective coordination between academic and administrative bodies and the scientific and teaching requirements of teachers and students, as well as to introduce current and future educational insights and perceptions on the course of the educational process to create a university environment conducive to creativity and development.

3- Provide a comfortable human and psychological environment for teachers, as well as allocate a special department to follow up the implementation of training and development programmers for educators, additionally to treat the university official and unofficial controls and procedures that enhance respect and appreciation of teachers at the university.

4- Focus on effective leadership because it produces compelling precognition and empowers people to get involved in this imagination. It trains and builds a more effective team in attaining the perspective, educating the university about the value of a shared desired future for all university teachers and staff, and encouraging the institution that approaches making decisions and resolving problems as a team effort.

5- Accomplish this by allowing the university to possess a total command of its science and having to teach branches in deciding about their numerous activities and/or providing an official and fair, and equal culture of honesty for teachers and other staff at the university and providing an integrated database accessible including all students.

6- The University must open up and accept new ideas and respect the freedom of opinion of others through the participation of teachers in decisions related to their work, and encourage and motivate educators to present new constructive ideas and proposals, in addition to collaboration among several institutions of higher learning for the respective area of knowledge.

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