



RELATIONSHIP BETWEEN EXECUTIVE MANAGEMENT PRACTICES AND THEIR IMPACT ON THE PERFORMANCE OF STRATEGIC OBJECTIVES

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Article history:	Abstract:
Received: 10 th November 2024	This study aims to clarify the impact of Executive Management (EM), on the dimensions of strategic goals (Competition-CO, Innovation-IN, Continuous Improvement- CI). The researcher focused on clarifying the importance of dimensions and variables to raise the efficiency of organizations' performance. In this study, the researcher focused his work on all the data that was distributed. The number of forms was (100) forms. The valid results were (95) forms and the invalid ones were (5). The target sample was Iraqi Oil Tankers Company. SPSS statistical analysis was used in order to reach positive results SPSS statistical analysis was used to reach positive results and using Likert 7 in the questionnaire. All the results collected about the employees working in the Iraqi Oil Tanker Company were positive. Despite the difficulties faced by the researcher, he was able to reach basic recommendations that institutions need to achieve competition, increase productivity, and expand the role of executive management in influencing the dimensions of strategic objectives.
Accepted: 8 th December 2024	

Keywords: Executive Management, Strategic objectives, Competition, Innovation, Continuous Improvement.

1. INTRODUCTION

The target sample was Iraqi Oil Tankers Company, and the number of hypotheses was three, as the researcher worked on collecting information for the workers through the questionnaire form that was distributed to the workers (Cohen et al., 2023; Basura et al., 2020). The researcher had to determine the relationship between executive management and the dimensions of strategic objectives (Islami et al., 2020; Steffens et al., 2024). Through the results that he will obtain from the response of the sample that was identified, which are the workers in Iraqi Oil Tankers Company (Beliaeva et al., 2020). The main goal of the researcher is to obtain positive results in this study, to support his study and adopt it as a basic principle in the development of companies by entering the world of competition with other companies, and using it to standards with high production value (Lu et al., 2023; Evans et al., 2021). Better management is the main focus of researchers (Mousa & Othman, 2020;). Continuous work is being done to use modern technology to support organizations and achieve the highest productivity for workers (Adriani, 2018; Gemechu Tufa & Kant, 2023). Continuous training is one of the most important goals encouraged by the executive management to reach the best ways to develop organizations and confront the difficulties they face by relying on the best modern methods (Esau, 2017; Chithambo et al., 2020).

2. RESEARCH PROBLEM

Working to identify the executive management's impact on the dimensions of strategic goals. Also, knowing the problems and focusing on finding the necessary solutions for them, because in the absence of appropriate solutions to the problems of companies, it is difficult to achieve strategic goals (Rinawiyanti et al., 2020; Rosenfeld et al., 2022). Therefore, it is one of the basic and important necessities that must be available and found in this study and to overcome all the difficulties that limit the progress of the institution towards competition and progress, finding supportive and positive solutions (Varadarajan, 2020).

3. RESEARCH HYPOTHESES

The researcher identified three hypotheses in his study, which he relied on to formulate appropriate questions for them in the questionnaire form (Grant, 2010). The researcher also works to make the maximum efforts required to obtain supportive results and reach the set goal that he seeks to achieve (Al-Qudah et al., 2020). The researcher relied on three hypotheses:



1. There is a statistically significant effect of the influence of Executive Management (EM) on Competition (CO) from the point of view of the study sample.
2. There is a statistically significant effect of the influence of Executive Management (EM) on Innovation (IN) from the point of view of the study sample.
3. There is a statistically significant effect of the influence of Executive Management (EM) on Continuous Improvement (CI) from the point of view of the study sample.

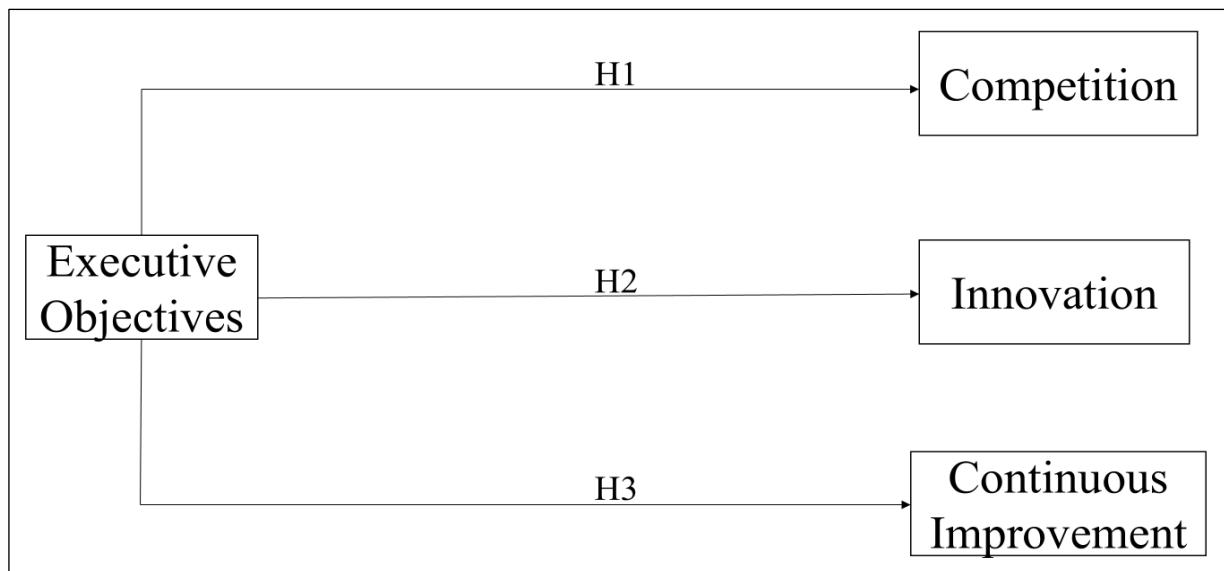


Figure 1: Framework

4. METHODOLOGY

The researcher worked to obtain the approval of the Iraqi government on 10/10/2024 for his research, to remove the obstacles facing him (Likhacheva et al., 2020). The quantitative method was used in this study to determine the impact of executive management on the dimensions of strategic goals (Hinterberger et al., 2020). The researcher used quantitative survey by distributing questionnaire to employees (Eniola & Olorunleke, 2020).

5. RESULTS

After the efforts that were made, three positive and supportive hypotheses were obtained and the biggest result was for results reliability (0.901) (Haldorai et al., 2022).

Table 1: Results reliability

No.	Cronbach's Alpha	Mean	Std. Devensian
EO	0.861	4.925	1.214
CO	0.901	5.042	1.24
IN	0.797	5.032	1.420
CI	0.863	4.517	1.241

The researcher continued to obtain the required results, as shown in Table: 2. There were three positive results of its adoption in the performance of companies (Kumar et al., 2024).

Table 2: Rank and level



Items	Cronbach's Alpha	Rank	Level
EO	0.861	3	Moderate
CO	0.901	1	Moderate
IN	0.797	4	Moderate
CI	0.863	2	Moderate

The researcher was able to obtain three positive and supportive hypotheses, as well as obtain the results of Sigma results (000) and regression to variable. See Round: 3 (Bag et al., 2020).

No.	Sum.	Number	Mean	Result	Sig.
Regression	84.170	4	20.358	46.821	.000
Residual	38.122	72	.364		
Total	142.301	79			

There is also Table No. (4), which shows us the three positive hypotheses that the researcher obtained (Chinakidzwa & Phiri, 2020).

Table 4: hypothesis results

Items	Relationship	p-value	Result
H1	EO → CO	0.806	Accepted
H2	EO → IN	0.843	Accepted
H3	EO → CI	0.761	Accepted

1. CONCLUSION

1. Clarifying the role of executive management in developing companies and achieving high productivity.
2. The three positive theories confirmed, through the results reached by the researcher, the impact of executive management on the dimensions of strategic goals.
3. Previous studies related to the research topic have proven the importance of executive management and the dimensions of strategic goals.
4. Companies enter into great competition with other institutions due to the modern technology they use that helps develop employee performance.



5. Achieving the best production while meeting the desires of the employees in the institution, and addressing all the problems it faces.
6. Continuous follow-up of all employees in order to develop their performance and raise their efficiency in proportion to the efforts they make.
7. Organizations can benefit from the supporting results reached by the researcher, considering this study successful and the need to apply it in institutions.

2. RECOMMENDATIONS

1. The necessity of relying on the application of executive management standards in institutions, as its essential and effective role has been proven.
2. Relying on advertisements to promote the company's product in terms of efficiency and quality of production.
3. Continuous change in the performance of organizations is essential, through the benefit obtained from the variables.
4. The multiplicity of sources in the use of modern means has a major role in providing the best in the world.
5. Continuous diversity in relying on positive changes in modern technology to avoid stagnation and not rely on one modern method.

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