

INTELLECTUAL CAPITAL AND ITS IMPACT ON ACHIEVING COMPETITIVE ADVANTAGE BETWEEN COMPANIES – FIELD STUDY IN THE IRAQ GREEN RANCHES COMPANY

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Abstract

In recent years, intellectual capital has been used for many purposes that other types of capital were unable, including achieve the competitive advantage of the company that possesses the elements of human resources that are characterized by qualifications, experience, creativity and innovations that other companies are unable to provide. Therefore, the goal of the current research is answering questions such as whether our Iraqi companies, including the company under study, have an appropriate amount of interest in capital encouraging and preserving such elements. The research hypotheses have been developed on the basis that possessing intellectual capital is the best way to enable the company to compete with its peers in the market, and it is assumed that working to achieve intellectual capital in the company is not a difficult or impossible process if it is better implement its requirements and provide a good system of motivation and standards a good choice of human resources who are able to own it. The researcher has proven the validity of the hypotheses and that the Iraqi institutions are in need of understanding and comprehending the concept of intellectual capital, its contents and requirements, and the study has proven that the actual factor influencing the competition between companies is actually the human capacity for creativity and development. The researcher also found that the company under study is one of the few companies that seek to attach importance to this subject. It deserves it to retain its creative elements, and it has allocated the necessary resources to achieve this and established a branch for it specialized in training, reinforced with foreign expertise to provide the necessary expertise to achieve the aforementioned goal towards achieving the competitive advantages that it aspires to.

Keywords: Intellectual capital, human resource accounting, human capital.

Introduction

During the last decades of the twentieth century and the first decades of the twenty-first century, the world witnessed important differences from that developments took place during the previous decades. This thing prompted institutions to think about the human elements capable of creativity, innovation and change in the form and quality of the commodity to satisfy the societies' need for change and development first, and to achieve competitive advantage second. The human elements affecting this thing and the nature of creativity and excellence capable of developing the product in a way that achieves the competitive advantage of their institutions, which highlighted the importance of the intellectual aspect. This called the concept of

intellectual capital, that part of the workers who are capable of creativity, innovation and product development in a way that others fail about achieving it. However, the nature of the concept, its requirements, and the nature of its contents, by which it differs radically from other types of physical capital, and the difficulty of applying it and estimating its value in the establishments, made its adoption difficult to apply in many establishments, due to the difficulty of finding clear criteria for diagnosing the workers who own it and the difficulty of setting criteria for measuring its value as an addition to the capital of the concerned company, which is considered essential to increase its competitiveness, as well as the development of workers who are qualified to own it, to make them human resources that bear responsibility for development and change of products, and to make their institutions qualified to stand firmly in a market characterized by continuous competition and stand firmly in the world of production, especially as we stand in a world Innovation informatics and continuous development that does not have mercy on any institution that is unable to respond to the needs of society (Dr. Mahmoud Al-Rousan and Dr. Mahmoud Al-Ajlouni, 2010: 44).

Based on the above, it has become one of the requirements of the current work environment and what is characterized by the intensity of competition is to focus on how to develop its intellectual capital to achieve elements that outperform its competitors, whether it is at the level of product or service quality, or at the level of cost and price, or other excellence strategies.

Research Structure:

To achieve its objectives, the research includes the following parts:

- 1- The first topic: research methodology: it includes the research method, the research problem, its objectives, hypotheses, and its importance.
- 2- The second topic: It includes the theoretical framework for research and previous studies on the subject.
- 3- The third topic: the field aspect, which includes the field study in the company, the study sample and the analysis of the results.
- 4- The fourth topic: It includes the research conclusions and recommendations.

First Topic

Research Methodology

1-1: Research Methodology:

In conducting the theoretical side, the research depends on the literature on the subject in the library and the Internet, where the researcher extrapolates the accounting and administrative literature and what is mentioned in books, magazines, periodicals, and the Internet. Processing, shipping and hiring of specialized personnel and specialized mechanisms to obtain the required data. The questionnaire was distributed to a selected group of employees in the company. The form included a set of questions and inquiries about aspects related to containment and formation working capital, which is the attraction of active human elements, the identification of active elements, and the retention of active elements, the relationship with workers, as well as the relationship between the formation of intellectual capital and the competitive advantage, in addition to individual meetings and interviews with workers.

2-1: Research problem:

Based on the above, the research problem can be summarized as follows:

The inability of the companies operating in the Iraqi market to employ the concept of intellectual capital in achieving the competitive advantage of the operating companies because of the lack of understanding of the requirements of its ownership by the company and the lack of criteria for identifying the elements

The humanity possessing it and its inability to adapt work methods to contain, encourage and preserve such elements, and work to add value to individuals and exploit their intellectual and mental energy.

Attention to intellectual capital is considered one of the most prominent challenges facing human resources management, due to the lack of knowledge of the concept or its contents and the urgent need to systematically organize each of innovation, creativity and knowledge work. And investing and preserving them, given that contemporary organizations look at their human resources on the basis of their human resources

It is the most valuable resource and the most valuable asset. Also, one of the characteristics of intellectual capital is that it is inexhaustible, but rather increases, through accumulated experiences, developing the skills of workers and increasing their information in the organization. This means that the period of benefiting from intellectual capital is considered relatively long and that its productive life increases with the increase in creative capabilities that increase technological and functional mastery and then increase productivity, which leads to reducing the cost of the produced unit or the service provided and then achieving competitive advantage and increasing its market share. (Dr. Saleh Al-Shaabani, 2011: 378).

3-1: Research Objectives:

Intellectual capital is one of the main tools in developing the work environment for companies and supporting the competitive advantage of the company that owns them. Thus, the current research attempts to answer the following questions:

- Is there interest in intellectual capital in the company under study?
- Does the culture of creativity and innovation spread in the current work environment of that company?
- Is there an impact of intellectual capital on achieving the competitive advantage of this company?

4-1: Research Hypotheses:

The researcher assumes the following two hypotheses:

The first null hypothesis (H01): Owning intellectual capital is the best way to enable the company to compete with its counterparts in the market.

The second null hypothesis: (H02) that working to achieve intellectual capital in the company is not a difficult or impossible process if the work is done well to implement its requirements and a good system of motivation and good selection criteria are provided for the human resource that is able to possess it.

5-1: Research Importance:

The research gains its importance from the following:

Iraq is considered one of the most suffering countries in the emigration of thinking minds and experience abroad due to the difficult circumstances it went through, the instability and lack of interest in the mental and creative national energies in all fields, which led to the loss of a lot of this creative energies that are capable of development and innovation in production and other areas of life. Which necessitates finding different ways and means to preserve these elements, pay attention to them, encourage them, and take advantage of their creative capabilities to develop the productive, service and educational process in the country to catch up with the global development and achieve competitive advantages and benefit from them.

The research is also a scientific attempt to shed light on the concept of intellectual capital and its increasing importance in business organizations and in the economy in general, and how it can be developed and preserved to achieve competitive advantages and support through it.

Part Two

Theoretical Aspects of Intellectual Capital

1-2: The Conceptual Framework of Intellectual Capital:

For many years, the prevailing belief was that the capital of any project consists of fixed assets such as land, buildings, machinery, equipment, cars, etc., and current ones such as cash, bank, stocks at the end of the period, and other tangible assets, and the human element had no significant importance as an asset of the project. However, the technological and human development showed new concepts, and the human element began to occupy a position different from previous periods, as it proved that it is the main element in any development, any progress or change in work, and without it it is difficult to develop production, as it showed that Without his effort, creativity and knowledge, it is not possible to compete with other companies and institutions, which made the human element and its creativity at the forefront of the aspects sought by any project, without which no project can continue or achieve competition with other institutions. (Dr. Abdel Nasser Nour et al., 2010: 21).

With the end of the eighties and the beginning of the nineties of the last century, the term "intellectual capital" began to appear in management and accounting literature and economic literature in general, and studies began about it and it became seen as the real source of wealth for various projects, and the creation of competitive value, so what does this concept mean?

The concept of intellectual capital is considered one of the most important concepts concerned with the human element due to its distinction in that it focused on thought, its creative ability and its capabilities in developing work, and as it is believed that this concept will acquire greater importance with the passing of days as it is a key element for creating the competitive strength of the business projects it adopts and achieving the future wealth of the establishment and its survival.

The International Federation of Accountants believes that the term intellectual capital is usually used with human faculties such as intellectual property, creativity and intellectual innovation, and it can also be seen as a total stock of capital or knowledge-based rights owned by the establishment (IFAC, 1998).

2-2- The emergence of the concept of intellectual capital:

Intellectual capital is based on the fact that the human element is the foundation upon which the establishments are based and which sustains and develops them, and not other tangible assets that have been relied upon for generations. On the basis of the human element, regardless of its intellectual and creative capabilities and capabilities.

As we indicated to him, this concept arose at the end of the eighties and continued to spread until the present day, and therefore it is considered one of the modern concepts, especially after noting that the concept and its application contribute greatly to achieving and increasing returns. Those concerned in Japan have noticed that there is a clear difference in the revenues of the establishments that adopt the concept from those that do not adopt it, which are of the same size. Tangible assets. (Mohamad & Al-Ibady, 2022).

3-2: Definition of Intellectual Capital:

Many writers dealt with the concept of intellectual capital by definition. There were many definitions according to points of view, and they differed according to the angle from which the writer looks and according to his interest. Some of them indicated that the intellectual capital is: "Part of the human capital of the organization. Which is represented in an elite group of workers who possess a set of cognitive capabilities, enabling them to produce new ideas, or develop organizational ideas, while others enable the organization to expand its market share." And maximize its strengths, as well as make it able to seize the appropriate opportunities. (Al-Mafarji and Saleh, 2007, 17)

It is also defined as: a set of values (other than the enterprise's natural capital) and includes components that help the enterprise to survive, improve its market share, and maximize its competitive capabilities. (Al-Said, 2008, 22).

Drucker believes that working capital represents an elite group of people with intellectual competencies that enable them to produce new creative ideas or renew and develop old ideas in a way that enables the institution to expand its market share and maximize its strengths and put it in a position that enables it to seize appropriate market opportunities. Intellectual capital is not concentrated in a specific segment by itself or needs certain academic certificates" (Yahdiyah, 2008).

Others define it as "a set of creative ideas and knowledge that individuals possess, which stem from the philosophy of society, and are consistent with the objectives of the institution, which are not available to their counterparts from other similar institutions, and then develop the performance of the institution, and achieve financial and moral returns that distinguish it from other similar institutions." (Halli, 2011, 22).

It is also defined as "the set of intellectual assets existing in the institution, capable of creating its wealth, and it includes: the talents, skills and abilities of individuals, technology, and information available to the customers of the institution, and it also includes: intellectual property rights, such as patents, copyrights, and methods of work (Stewart, A. , 1998, 56).

The above definitions, and the accompanying discussion, give the idea of the difficulty of developing a comprehensive and unified definition of intellectual capital, and that the concept forms part of many issues and is linked to the achievement of many goals of the company. Nevertheless, the concept refers to that aspect of the intellectual and creative properties of the

workers and their ability to provide the market and competitive capacity of the establishment and its ability to generate ideas that enable it to compete and stand strong in the labor market with the ability to achieve revenues and profits as a result of its increased market capacity.

4-2: The importance of measuring intellectual capital:

The summary of the performance of the strategies used by any company towards obtaining new ideas and creativity is one of the important experiences that should be used in obtaining intellectual capital. It is a source of experience for the business world. The company that runs its business towards obtaining intellectual capital must manage the aspects that enable it Finding sources of creativity, innovation, motivation, and the ability to find meaningful returns for this trend, with the aim of prompting workers to pay attention to this and develop their intellectual capabilities to serve this trend.

There are multiple methods and models that the company can use for this purpose, which have been analyzed by many studies, including the theory of real options, the residual income and economic value added model, the balanced scorecard, the Skandia explorer for intellectual capital, the services index for intellectual capital, the model for auditing intellectual capital accounts, and the guide Intangible assets, weighted, patent model. The dimensions according to which the research models were compared included: the temporal orientation of the model, the dynamics of the system according to which the model operates, and whether the model represents a cause or is it a consequence of intellectual capital (Hassan, Abdul Razzaq Khader (2012).

5-2- Components of intellectual capital:

There is a group of elements that constitute intellectual capital and form the basis for this concept (Bontis, 2001:45).

1- Human capital (human resources): It is the special knowledge that the company does not possess, but is specific to those who own it and are associated with it, such as skills, creativity and personal experiences.

2- Intellectual assets: It is the opposite of the identifier related to the human element, as it is owned by the company and includes the information and knowledge that the company provides to its employees in terms of techniques, work tools, information systems, and other knowledge that is available in the company. Examples of intellectual assets are: plans, engineering designs, and computer programs.

3- Structural capital: It includes the structural ability to motivate and develop initiatives, by taking into account new expectations and recognizing new ideas, concepts, and tools adapted to change, which include culture, organizational models, processes, and procedures.

4- Intellectual property (renewal capital): It is the knowledge that allows the organization to renew and innovate and everything that can be protected legally, such as patents, trademarks, and investment rights. Organizations in the industry are working to own more intellectual property to achieve a competitive advantage that enables them to face intense competition. in the markets.

5- Relationship capital: which arises as a result of the company's good relations with the parties to which the company is linked, such as customers, consumers, and competitors.

These factors collectively constitute the strength that enables the company to benefit from it by forming intellectual capital, which is preserved within the capabilities of the company and enables it to move and be able to manage its affairs and achieve competitive advantage easily (Mohamad & Al-Ibady, 2020). Therefore, it is necessary to work on integrating these elements, paying attention to them, crystallizing the results resulting from the work of each of them, and coordinating among them.

6-2: Interest in intellectual capital and expected benefits:

Caring for capital is at the forefront of the aspects that the management of any project must take care of, because it achieves many aspects that will jump the company to the forefront of companies operating within a specific field. The company's advertising and promotion and support of the company's ability to compete with competing companies, in addition to that it leads to cost reduction and the possibility of selling at suitable prices, which leads to an increase in sales volume, which leads to the development of the size of the company and access to more productive elements and the ability to create and innovate, as this leads as a result to increased productivity and the creation of a culture of creativity and leadership among the employees of the company and the ability to make adjustments to the company's various productive activities and the development of the work mechanism and the pioneering thought and development and the development of the work strategy (Dr. Nahida Al-Hamdani Dr. Ali Ali, 2010: 126; Dr. Bashar Al Shukarji, Dr. Musab Mahmoud, 2010: 8).

7-2: Preserving Intellectual Capital:

For the purpose of success in realizing intellectual capital and success in using it and the tool for benefiting from it, methods must be known

Preserving capital and perfecting it, just as it is the case in developing or attracting capital. Most of our companies suffer from negligence in preserving the working human element, including the sold and efficient element for the simplest reasons, despite the fact that they are creative in their work and are familiar with it and know how to run things in the company and are aware of the causes of the imbalance they face and how to solve it, which is difficult to compensate for. It is noticeable that many of the companies visited suffer from employee turnover in their companies, although some of them stated that they are trying to prevent or reduce this, but many employees find that lack of interest, lack of financial guarantees, lack of fairness in dealing and many other reasons represent Some of the reasons that push workers to leave the company. (CIMA, 2003: 4).

8-2- Whereabouts of intellectual capital:

Intellectual capital cannot be located in any place where it may not be useful, but it is located in specific places in order to contribute to the achievement of the required benefits for the company, as it includes the work itself:

1- Workers: What the workers present in terms of creative capabilities, new ideas, or wonderful suggestions for developing work, achieving more profits, or innovative solutions to problems that work suffers from, is a contribution to intellectual capital.

2- The work system: It is a good work structure that contributes to the exchange, transfer and dissemination of good knowledge and its transfer to the sites of need through an appropriate system for the flow of information.

3- Customers: They are the goal that the company seeks to achieve by satisfying them because of their ability to provide the required information about the extent of their satisfaction with the company's services or product and the extent of their satisfaction with it. (Stewart, 1997: 3)

9-2: Competitive Advantage - Concept, Importance and Dimensions:

The competitive advantage is not seen as something tangible or intangible that the company owns or buys. It is something that represents a mixture of all that the company does, as it adapts to its strategic direction and the goals it is required to achieve. The competitive advantage represents a state of uniqueness for the company from other organizations and it is not related to the fact that The company is large or small, but the company can own it once it harnesses its energies and capabilities in the correct investment and available opportunities, and it represents the company's ability to attract customers and build the company's mental standing.

Perhaps one of the most important manifestations of competitive advantage is

1- Its definition and its relationship is always linked to strategic management, as talking about strategic management is often linked to competitive advantage, but rather it is the basis around which strategic management is formulated. Therefore, the value of the company that achieves the competitive advantage and good reputation automatically rises in the market and is dealt not on the basis of its fixed or current assets, but on the basis of that good reputation that it has achieved in the market.

2- It is the company's weapon to face the challenges of the market and competitors, which helps it to respond quickly to the customer.

3-The competitive advantage is the engine and catalyst for organizations and companies to develop and strengthen their resources and capabilities that drive them to development and modernization.

4- Possessing a competitive advantage represents the company's relatively high profitability, which depends mainly on the importance and value that consumers attach to the company's products and the price that the company imposes on its products and that comes because of the consumer's confidence in it.

In addition, the company relies on the competitive advantage as the weapon and the power it uses to face the challenges of other companies, which stems from its ability to create innovations and creations that win consumers and distinguish them from others, which are provided by the creative human element that exists in the company (Seleim et al, 2007: 790))

10-2: Definition of Competitive Advantage:

There is no clear definition of competitive advantage, as is the case with intellectual capital, so everyone looks at it from his point of view because it is related to the realization of many aspects of the company, as is the case with its realization, which is linked to many aspects. However, it is possible to refer to some of the definitions that were given to it to clarify what is meant by it, as some see it as: "The ability to produce goods and services with the required quality and quality, at the appropriate price and at the appropriate time, to meet the needs of consumers

more efficiently than other establishments” (Dr. Mustafa Mahmoud, 2006: 13)

While others believe that it "does not arise as soon as the organization finds new methods that are more effective than those used by competitors." (Seleim et al, 2007: 790). It is also defined by some as “an advantage or an element of superiority for the organization that is achieved if it follows a specific strategy for competition” (Bataineh & Al Zoabi, 2011: 17). . And there are those who define the competitive advantage with its characteristics, such as (Muhammad Khogli, 2015, 98), where he indicates that the competitive advantage must be characterized by the following: It derives from the needs and desires of the customer, and that

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11-2- Competitive advantage and its importance in achieving efficiency:

A company that seeks to gain a competitive advantage should take a set of steps necessary for that, namely:

1- Efficiency means reducing inputs and maximizing outputs. Whenever few resources are used to produce many outputs compared to others, the more this indicates the achievement of efficiency, which affects the volume of resources obtained and thus the volume of profit achieved. Achieving this is by paying attention to several factors, including: (1) economies of scale, (2)) experience and learning, (3) marketing skills, (4) research, development and market studies, (5) human resource strategy and training, (6) information systems and their effectiveness.

2- Excellence in achieving quality: by giving quality the required importance, fulfilling its requirements, encouraging a good reputation for quality among the workers, and rewarding those who excel in achieving it.

3- Excellence in modernization: Building advanced competencies is considered the main source for building a competitive advantage because it achieves the required modernization, and this in turn leads to the development of innovative products that are more quality than the prevailing ones and leads to new operations for the company.

12-2: Intellectual capital and competitive advantage:

There is no doubt that the current era and because of the continuous development, and the continuous change in consumer tastes imposes necessities that stand at the forefront of achieving competitive advantage. In order for the company to be able to withstand, continue and progress, its competitiveness is an important factor in that. Therefore, intellectual capital, which represents the basic element in finding human resources capable of achieving competitive advantage, constitutes an important aspect in creating the possibility of development and the company's primacy in winning consumers and progress, and thus the ability to compete (Muhya Al-Mutairi, 2007: b).

Because of this, the field of science, knowledge, creativity and innovation that are inseparable from them is considered a basis for achieving competitive advantage

From this point of view, most companies that want to achieve a competitive advantage pay attention to science and knowledge to develop their human resources and develop their mental capabilities for the purpose of achieving the ability to innovate, create and develop, which enables them to build the intellectual capital of their human element (Dr. Ali Thajeel and A. Salima Tabaiba, 2011: 2).

Accordingly, we find that science, knowledge, creativity, deviating from the ordinary, and the ability to achieve efficiency by reducing inputs and increasing outputs while maintaining or increasing the quality of production or service, and creativity in facing the needs of consumers are all methods to create the competitive advantage of the company and push it in the ladder of leading companies that are able to stand in the ranks. Face the challenges faced by business companies (Dr. Mustafa Abu Bakr, 2006: 32).

In order for science, knowledge and mental development to be an essential source of intellectual capital and thus the competitive advantage of companies, it must be serious, accompanied by the evolution of science and knowledge in life, follow its development, be continuous, and be an important aspect of life, whether at home or in practical life, and that It is the prevailing culture pattern in the company. In order to support the idea of spending on this, international companies have taken, in general, the basis of education and knowledge to develop their human resources and develop them continuously and parallel to the development of science and knowledge.

Third Topic

Field study - Intellectual capital in the Iraq Green Ranches Company

1-3: Objective of the field study:

For the purpose of clarifying the quality and extent of interest in the concept of intellectual capital in the company, Green Ranches of Iraq, this part of the study (the field side) was prepared. Here, attention is directed to various aspects, including how to attract elements of intellectual capital, how to grow, develop and maintain it, and how to relate to the relational capital associated with the initiators, with the aim of obtaining a competitive advantage.

2-3: Research community and sample:

The oil sector was chosen due to its importance and size, and the Iraqi Green Ranches Company operating within the oil sector in the field of transport, processing, maintenance and other equipment was chosen within the aforementioned sector. The aforementioned company is considered one of the largest service and transportation companies operating within the framework of the aforementioned sector. The company includes a trace of 600 different heavy machinery and more than 750 individuals in various technical and administrative specializations, which was established more than 20 years ago, as it was established in 2003 with a capital of (3,000,000) dollars, which is equivalent to

(9) A trillion Iraqi dinars at the time. The company includes several sub-companies in different specialties, including (Liftek), Tasweeb and a group of other companies.

(90) questionnaires were distributed to workers in each of the human resources sector, the marketing sector, the sales sector, the customer service sector, and the technological maintenance sector, given that these sectors are among the departments most concerned with intellectual capital, of which (80) were retrieved. questionnaire, i.e., with a rate of 88.8%, which is considered a good response rate for research purposes.

3-3: Data collection method:

A questionnaire form was prepared in two parts, the first to obtain personal data and the second to collect information about the data on intellectual capital, which are shown in the questionnaire form at the end of the research.

The questionnaire was divided into two main groups, the first concerned with the personal data of the respondents, and the second with the core subject of the research. It includes a set of questions related to five main axes of the independent variable (intellectual capital), which are:

2- 1- Attracting intellectual capital.

3- 2- Intellectual capital development.

4- 3- Developing intellectual capital.

5- 4- Preserving intellectual capital.

6- 5- Attention to customers.

The questionnaire also included a number of questions covering the dependent variable (competitive advantage), and these forms were distributed to the employees of the company under study.

4-3: The statistical methods used:

The SPSS statistical program was used in data analysis, where descriptive statistical methods were used such as: frequency distribution, percentages, the arithmetic mean, and the standard deviation, and the following limits were relied upon in judging the arithmetic mean: (from 1-2.5 weak, from 2.6-3.5 medium, 3.6-5 high), and multiple regression (Stepwise) was chosen to test the research hypothesis.

5-3: Analysis of the results of the field study:

First, the characteristics of the study sample:

(90) workers were selected from the company, the study sample, from which (80) were retrieved. How many numbers of female workers were selected close to the number of male workers to determine the characteristics of the study sample. Table No. (1) shows information about the sample in terms of the type of participant, age groups, and educational qualification shown in schedule. Information was also obtained about the current job and the number of years of experience due to its importance. The results were as shown in the following table No. (1):

Table No (1)**Table information of the Sample (Gender, certificate, Age, Experience)**

Variable	Slide	Number	Percentage
Gender	Male	38	47.5
	Female	42	52.5
Total		80	100
Age	25-34	29	35
	35-44	26	45
	45-54	16	20
Total		80	100
Certificate	Bachelor	76	95
	Master	4	5
	Doctorate	-	--
Total		80	100
Function	Human Resources	20	25
	Transportation	18	22.5
	Marketing	10	12.5
	Sales	20	25
	Technology	12	15
Total		80	100
Years of experience	Less than 3 years	27	33.75
	40-10	28	35
	More than 10 years	25	31.25
		80	100

It is clear from the previous table No. (1) that the response rate of the respondents was 52.5%, compared to males who represent (47.5%) only. The results also showed that the age group that falls between (35-44) years represents (45%) of the sample. Followed by the age group (25-34), which represented 35% of the sample. The results also indicate that the vast majority of the sample hold a first university degree, at a rate of 95%. It is also clear from the previous results that the highest degree of response came from the human resources sector, with a rate of (95%). 25% and an equal percentage from the sales sector, which receives great attention from the company's management, at a similar rate of 25%. It was also found that the focus of the sample was on the segment of those with service (4-10) years, at a rate of (35%), equally.

With a slight decrease for the group whose experience is from (0-3) years, at a rate of (33.75%), followed by the group with an experience level of less than (11-15) years, at a rate of (31.25%), which indicates the clear participation of the youth segments in the questionnaire and their interest in the subject. Especially since the company's approach focuses on them regarding self-development, in a way that undermines the company's future interests.

As for the sample's answers to the questions of the second part, which are related to the company's interest in intellectual capital, which represent the independent variables of the study, they were included in Table No. (2) for the independent variables and Table No. (3) for the dependent variable.

With regard to Table No. (2), it was divided into five parts according to the questions it contained, which refer to (a) attracting intellectual capital, (b) developing intellectual capital, (c) developing intellectual capital, (d) preserving intellectual capital (E) The extent of the company's interest in intellectual capital generated by clients. As for Table No. (3), it included

questions related to intellectual capital, which is built on the basis of a good relationship with clients.

Table No. (2) Sample Answers for the Independent Variables

Questions	Arithmetic Mean	Standards Mean
1-Attracting Intellectual Capital		
1-the company works to attract human resources who have sufficient skills in the field of strategic planning to occupy important administrative positions	2.8	0.1
2- the company work to attract human resources who have technical skills in the field of various contracts.	4.2	0.2
3- the company has an information systems for human resources that is characterized by accuracy, modernity and speed of implementation that distinguishes it from competing companies .	3.6	0.1
Arithmetical Mean	3.6	
2-Growing up intellectual Capital		
1-the company has a human resource information system network that enables it to implement its plan and programs for training human resources and enhancing their efficiency to increase the effectiveness.	3.5	0.1
2-the company pays great attention to the ideas and solution proposed by distinguished worker to address work problems.	3.8	0.1
3-the company is interested in providing training programs an initial way that explains to workers the nature of their work, and affect the reality of their practical needs to practice work. The co. also seek to know the worker view about their training program	4.2	0.1
Arithmetical Mean	3.8	
3-Development intellectual programs		
1- the company pays special attention to creative employees who are capable of change in their work.	3.3	0.1
2-the company attaches importance to specialized training in order to develop the capabilities and experience and intellectual energies of employees.	3.6	0.1
3- the company pays attention to encourage innovation and creativity between employees	3.5	0.1
Arithmetic Mean	3.5	
4- Caring for Customers		
1-the company work to document information about customers in terms of their need .	3.3	0.1
2-The company has as electric information system o reduce the gap between the company and the customer.	3.6	0.1
3-The company maintain its old customers	3.5	0.1
Arithmetic Mean	3.5	

3-: Analysis:

(A) Attracting intellectual capital: It is clear from the previous table No. (2) Part (1) that this element (attraction) has achieved a general arithmetic mean of (3.5), and it falls within the middle category, which means that the company under study has Interest in the process of attracting intellectual capital, but it did not reach the degree of extreme interest, and that one of the most important elements that the company pays attention to in the previous paragraphs is the work to attract human elements with skill and experience in the field of technical and technical who carry out technical projects and contracts for oil agencies and others, as is evident Through the deviation from the arithmetic mean, there is a homogeneity in the answers of the sample members.

The company realizes the importance of attracting creative elements in its business, especially

in the field of sales and contracting in the field of equipment, where competition is intense, and attracting distinguished elements in this field plays an important role.

(b) Intellectual capital development: It is clear from the previous table No. (2) Part Two that the general arithmetic mean for the intellectual capital industry component has indicated (3.8), which falls within the high category, and that the answers of the sample respondents indicate a great interest in it. Clients' opinions and suggestions, as well as interest in training courses and programs

And opening a branch of the company with a special focus on training, which it reinforced with specialized foreign elements, and this may be due to its knowledge that they represent the main axis in its work, as well as paying a fair amount of attention to the ideas proposed by distinguished workers, and that this would work to bridge many gaps in the work of the company Because this category is in direct contact with practical reality, and the deviation from the arithmetic mean indicates complete homogeneity in the answers of the sample.

(C) Developing intellectual capital: It is clear from the previous table No. (2) Part Three that the general arithmetic mean of the intellectual capital development variable has reached (3.5), and it falls within the middle category, which is a result that requires vigorous endeavor to develop intellectual capital from Through courses, specialized and continuous training, and access to international experiences in this field. It has established a subsidiary company under the name of Liftec and attracted specialized technical foreign elements to it, but the administrative organization process made the efforts of this subsidiary direct to other companies instead of the employees and engineers of the parent company, which is a defect that must be addressed quickly to avoid backwardness in development

Technology that the company enjoys and requires more effort because lack of sufficient attention to it may discourage workers from creativity and innovation, which may eventually lose an important element of the competitive advantage, and the deviation from the arithmetic mean indicates the complete homogeneity in the answers of the respondents.

(d) Preserving intellectual capital: It is clear from the previous table No. (2) Part Four that the element of preserving intellectual capital has achieved an arithmetic mean of (5.3), which is within the average level, and that this matter requires that the company replace The study is concerned with preserving the human element from obsolescence, taking into account the desires of the workers and their ability to perform, as well as the need to pay attention to the distinguished workers in their various locations, and the deviation from the arithmetic mean indicates the complete homogeneity in the answers of the sample members.

(e) Caring for customers: It is clear from the previous table No. (3) that the element of caring for customers has indicated a general arithmetic mean of (4.1), which falls within the high level, although the management's ambition is to reach a higher level in this field. The deviation from the arithmetic mean indicates complete homogeneity in the answers of the sample.

As for the sample's answers to questions related to competitive advantage and the extent of the company's interest in it (which represents the variable dependent on the study), it is reflected in the following table (3):

Table No (3) Employees Responses(Company Sample) about competitive Advantages

Expressions	Arithmetic Mean	Standard Deviation
(1) The company enjoys a Hight level of trust among its customers	4.4	0.1
(2) The company seeks to gain new customers who are distinguished by abandoning the company in critical case	3.8	0.1
(3) The company customers have a high degree of loyalty	4.2	0.1
(4) The company market share is large compared to competitors	4.2	0.1
(5) The company the company has the ability to provide the service that competitors can not provide.	3.5	0.1
(6) The employees enjoy the spirit of creativity and continuous excellence at work	4.2	0.1
(7) The employee es of the company do noy hesitate to make any change at work for the benefit of the company	4.0	0.1
(8) the company understand the necessity of continuous communication with the customers (evaluating gifts and in -kind benefit)	3.9	0.1
Arithmetic mean	4.037	

It is clear from Table No. (3) that the general arithmetic mean has achieved (4.037), and it falls within the high-level category. Creating any development that is in the interest of the company and their endeavor to satisfy customer , as well as in the company's ability to provide a service that competitors cannot imitate and compete to obtain it before others and owing it with the largest number of customers compared to competitors, and then the acquisition It has the largest market share in the market, which means that the company under study has achieved a fairly good competitive position, especially in light of the current competitive conditions, and the values of deviation from the arithmetic mean indicate that there is complete consensus and homogeneity among the answers of the sample.

Also, based on what we referred to previously that achieving competitive advantage by the company requires a high response by the company to the elements of intellectual capital referred to in Table No. (2). Therefore, we can summarize the sample's responses to indicate the extent of strength and weakness using multiple regression that is commensurate with the variables of the independent study and its dependent variable, so we can interpret the responses according to what is reflected in Table No. (4) as follows:

Table No (4) The result of the regression Analysis of the impact of the company Intellectual Capital on the competitive advantage

The field	Arithmetic mean	Level of arithmetic mean	Result (affect or not)
Attracting intellectual Capital	3.5	Middle	Don't affect
Growing intellectual Capital	3.8	Hight	Affect
Developing intellectual Capita	3.5	Middle	Don't affect
Preserving intellectual Capita	3.5	Middle	Don't affect
Caring about customers	4.1	Hight	Affect

7-3: Analysis Result:

As a summary of what was stated in Table (2) and Table No. (3), we note that the company under study did not have a weakness in dealing with intellectual capital and the sense of its importance despite the lack of clarity of the concept and the lack of knowledge of its components or implications for competitive advantage, but rather the feeling of the importance of preserving the distinguished human element. Although

The questionnaire did not reflect the strength of the company for all elements of capital, but it reflected the strength of many of them (with an average of more than 3.5), and it did not indicate any weakness of the indicated components (less than 3.0), but they were all within the limits of the average level (3.5), which It means that the company is proceeding properly within the line of interest required for intellectual capital, and it only needs stimulation to understand the concept, its dimensions, requirements, and benefits for the company and employees. However, it is noted that attracting capital, preserving and developing it reflected an average level that does not positively affect the competitive advantage, and this may be due to the nature of work in our institutions, most of which lack information about good distinguished elements and lack the preservation of intellectual capital, because leaving the company

By some employees, it may be caused by obtaining work in companies or other entities that offer better income or privileges than the company under study. We have noticed that some of the good workers whom the company seeks to keep and grant them good privileges want to move to public sector institutions or government companies, although they grant lower salaries and benefits, due to the desire to obtain retirement at the end of their career life, which is what private companies such as the company under study do not offer.

Testing research hypotheses:

The researchers assume the following two hypotheses to achieve its objectives:

The first null hypothesis (H01): "The possession of intellectual capital is the best way to enable the company to compete with its counterparts in the market."

The theoretical side of the research proved in all its details that the benefits of intellectual capital for companies and its benefits to achieve competitive advantage and maximize the value of the company and its strength in the market proves the first hypothesis of the research hypotheses by the ability of intellectual capital to achieve its competitive strength in front of its counterparts in the market, which proves the first hypothesis of the research hypotheses.

The second null hypothesis: (H02): "The work to achieve intellectual capital in the company is not a difficult or impossible process if the work is done well to implement its requirements and a good motivation system and good selection criteria are provided for the human resource capable of possessing intellectual capital and setting good standards for development and development Choosing the appropriate human element, which proves the second hypothesis of the research.

The field research has proven that the application of intellectual capital is already taking place in some of our national companies, especially in the private sector, even if it is initially unprogrammed and its tools can be provided.

Fourth Topic

Conclusions and Recommendations

1-4: Conclusion:

The research, after the theoretical study of intellectual capital and the field study of the company under study, which occupies a good position among the companies working in the field of technical and logistical support, reached the following results:

- 1- In light of the increasing competition between organizations, it has become imperative for each organization to achieve competitive advantages and superiority over its competitors, and this is achieved by following strategies aimed at providing a product or service that is not subject to imitation by competitors.
- 2- Intellectual capital is the basic foundation for building economic progress in general, and the excellence of organizations in particular. It is the motive for the company's progress and leadership.
- 3- The real value of the organizations depends on the intellectual capital they possess, which is represented in the stock of knowledge of the workers, which can be converted into a value that puts the company in an advanced position.
- 4 - The decisions related to intellectual capital are strategic decisions as a means to achieve the goals of the organization.
- 5- The most important source for achieving the competitive advantage of the current organizations is the knowledge and mental skills they possess that achieve superiority over competitors. This progress pushes it to adopt the curricula of science and knowledge and adhere to its changing methodology according to the change of life and the requirements of consumers.
- 6- The field study indicates that interest in intellectual capital with its five variables does not receive sufficient attention, as it did not rise to the level of advanced interest, due to the occurrence of three of the variables in the middle category, namely

2-4 Recommendations:

- 1- Given that Iraq is one of the countries that clearly suffers from brain drain in all fields, it is in dire need to apply human resources accounting and in particular to adopt the concept of intellectual capital for the purpose of generating a sense of its importance first and stimulating human resources secondly and improving their income based on their competence and the inequality between efficiency and neglect.
- 2- To apply the concept of intellectual capital in Iraqi companies, it is necessary to develop information systems capable of providing integrated information for the life span of the worker from his recruitment until his retirement to be a basis for estimating and measuring the true value of the worker in the company, which is concerned with the aspects of creativity, innovation and excellence in him. These initial costs refer to the costs of recruitment, qualification, development and all the costs associated with its activity and development to be a basis for measuring and evaluating aspects of creativity and excellence to include it in aspects of intellectual capital.

3- The need to pay attention to human resources according to the concept of intellectual capital, because it includes the basis that develops the product, preserves the company's reputation and strength in the market, and builds its competitiveness against other institutions.

Accordingly, it is necessary to provide accounting systems capable of providing and classifying the information accompanying the direct resources and developing the necessary criteria for measuring the quality of the worker and whether it is possible to classify within the intellectual capital group, as well as developing measurement and evaluation criteria for what these skills represent of the capital value of the company.

4- Adopting the concept of intellectual capital and accounting for human resources within the curricula of universities and colleges for the purpose of developing a sense of the importance of this branch of accounting and preparing for its application in public and private institutions, studying, analyzing and developing standards for measuring and evaluating intellectual capital to establish its value within accounts prepared for this purpose and expanding the concept of capital To include intellectual capital and expand studies around it to ensure the preservation of the superior national human element because it is the basis of economic progress in society.

5- Shedding light on the concept of efficiency and effectiveness and its ability to achieve a competitive advantage because it forms the basis for the company's development and progress and is considered an illusion for developing the performance of employees and with the aim of preparing for building the intellectual capital of the concerned company, which is concerned with the creative human elements because of its great impact on the development and clarification of performance in Iraqi facilities for employees.

6- Paying attention to education, training and knowledge because it is the basis for owning intellectual capital and the basis for achieving competitive advantage between companies and driving the company in the path of progress and development.

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