

THE EFFECTIVENESS OF THE THREE-AXIS STRATEGIC PERCEPTION BASE IN ACHIEVING STRATEGIC VICTORY

(A survey study in a number of medium and large - sized organizations)

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Abstract

The study aimed to determine the role of strategic perception and its foundations or methods (thinking, meditation and thought) as independent variables in achieving strategic victory as a dependent variable. In the face of the process of continuous change caused by the instability of the environment in which business organizations live, and the rapid progress of modern technology and means of communication, organizations must search for things that can guarantee their existence and advantages, and ensure their survival and advantages.

The main framework of the study is the introduction and four themes. The first part covers the methodology of the research (research question, significance, objectives, methods, assumptions, tools and methods used in the analysis of research results). The second theme focuses on strategic perception and strategic victory. The third theme is the results of fieldwork.

Questionnaires are used as a tool to collect data on the topic. The following statistical methods were used in the analysis of the data: percentage, frequency, arithmetic mean and standard deviation.

To achieve the objectives and hypotheses of the study, a hypothetical model was developed to explain the nature of the relationship between the independent variable and the dependent variable of the study. Based on the description, diagnosis, and examination of the correlation and influence relationships of the research variables, some conclusions are drawn that confirm the significant correlation and influence between strategic perception and strategic victory in the research sample organizations. Based on the conclusions reached, the study presented some recommendations that are consistent with the conclusions reached and enable the studied organizations to benefit from them and avoid future imbalances and defects.

Keyword: strategic perception, strategic victory, thinking, meditation, thought.

Introduction

I . Research methodology

First: Research Questions:

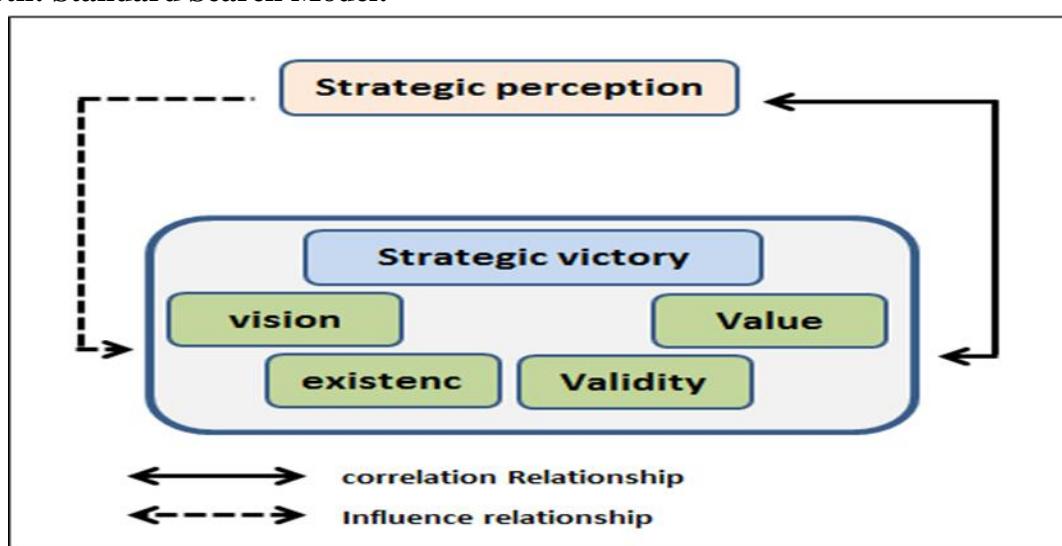
The study is based on the question of how strategic perception affects strategic success and how likely it is that the development of the business organization benefits from it.

Second: Research Objectives:

1. Introduce strategic perception in Business Organizations.
- 2: Introducing Strategic victory in Business Organizations.
3. How does a thorough strategic perception affect the realization of strategic victory?

Third: The importance of research:

- 1- This study forms the cognitive framework for strategic perception and strategic victory.
- 2- Provides several proposals to organizations regarding helping it to achieve strategic victory
- 3- Developing organizational capabilities in relation to their use of modern techniques used in the subject of strategic perception.

Fourth: Standard Search Model:**Fifth : Research Hypothesis**

Research hypotheses are formulated based on the problem context and objectives, and the nature of the relationship between the main variables and sub-dimensions is examined. They are derived from a hypothetical research model that reads as follows :

1. The first main hypothesis: there is a moral correlation between strategic realization and strategic victory . From it, the sub-hypotheses emerge, which stipulate the existence of a moral correlation between each of the dimensions of strategic victory and strategic perception.
2. The second main hypothesis : there is a moral impact relationship of strategic perception in strategic victory, and the sub-hypotheses emerge from it, which states that there is a moral impact relationship between each dimension of strategic victory and strategic perception

Sixth : Limitations of the study :

- 1 - Space Constraints : Many medium and large organizations were included in the study .
- 2 - Boundary of people: This includes a sample of managers in managerial and non-managerial positions .
- 3 - Deadline: The period of preparation for scientific research on the studied organization, ranging from 05/01/2023 to 06/15/2023 .

Seventh : Research groups :

Research communities are made up of managers who work in certain organizations and hold top positions. The researchers drew a sample from 35 researchers representing the study. All answers have been accepted. The response rate is 100%.

Eight : Data collection method:

To achieve the research objectives and test the hypotheses, the data were collected as follows :

1. Interview: a dialogue with the research sample manager when the research questionnaire is distributed . got some direct information from them .
2. Theory: Books , News and Internet Resources .
3. Scientific aspect: Create a questionnaire that includes the most important variable dimensions. A total of 25 questionnaires were distributed and all of them were returned .

Ninth : Statistical method used :

The researchers relied on the SPSS statistical program to analyze the data and extract the following results: arithmetic mean, standard deviation, correlation coefficient, and repetition percentage.

II. strategic perception an introduction

An intellectual wave prevails among some researchers to delve into the realization of the strategy and predict the realization of the masters of the strategy in terms of issues or differences that the subject cannot address or solve its problems, especially after the prevalence of the prevailing vision of strategic realization as a philosophical incubator for intertwined three - dimensional foundations. Therefore, it can be said that no farsighted person can ignore the spiritual management of the harmonious coexistence of the three pillars. Due to conflicting visions and allegations about achieving the strategy.

First : what is strategic perception

In opinion of (Al-Janabi , 2015:91) It is “ the mechanism through which a personal meaning is formed for the communication processes that you are exposed to on a daily basis, such as an experience or a feeling. This mechanism takes place through three steps to process information and stimuli or stimuli that we get from experience or sensation, These three steps are successive, namely : thinking - meditation – thought “ . While (Selim , 2002: 398) define it as “a comprehensive, interactive, constructive, and evaluated mental perception process “. Or “a purposeful three-dimensional mental activity that simulates thought, stimulates thinking, and stimulates thinking. It is a personal function motivated by (needs / demands / motives / instincts / inclinations / values / experience and emotion) (Al-Hanafi , 1994: 43). (Al-Budaiwi , 2016: 39-40) sees it “ the ability of an individual or organization to understand and analyze the current and future situation, anticipate potential challenges and opportunities, and make appropriate strategic decisions. It is about the individual’s or organization’s ability to assess external and internal conditions, analyze patterns and trends, and anticipate the possible outcomes of different choices “ . Karim referred to it as “ the ability of an individual or organization to see the big picture and understand potential shifts and changes in the surrounding environment, and

use this understanding to make strategic decisions that contribute to achieving long-term goals and success “ (Karim , 2009) . Or it “expresses knowledge and recognition in its absolute form as a mental-mental process inferred by psychological, sensory, physical, mathematical, physical and chemical connotations. Cognition is not limited to the realization of the external environment only, but rather to the realization of the human self itself, so that the process of understanding and interpreting things is logical – comprehensive” (Gaulin et al . , 2003 : 81) . (Muqalled , 1982 : 200) indicated to it as “ nothing but a cognitive interaction of perception patterns (mathematical physical sense , physical and chemical) to form a logical mental process that visualizes the features of the internal and surrounding environment to lead to building the first assumptions for the success or failure of the strategy “. And (Artman et al . , 2011 : 2) define it is “ equally concerned with strategy and awareness, because it is the process of combining awareness with strategy, integrating real knowledge of the industry, global trends, potential futures , and integrating internal awareness or knowledge into the strategic decision-making process “.

Second : Types of strategic perception

(Al-Khatib and Salih , 2018: 123) indicated that there are many types of strategic realization , including :

- 1- External strategic realization : That is, an organization's perception of changes in legislation, population growth rates, wages and salary rates in order to obtain market opportunities and reduce market threats for the provision of services and products .
- 2- Internal perception : refers to the organization's ability to use its competitive resources, experience and knowledge to meet customer advantage.

From the point of view of (Al-Khatib , 2023) divided it in to flowing types :

1. Sensory perception: a perceptual process that is represented in a set of integrated action and reaction to sensory factors that arise and are received at the same time by sensory nerves through excitation and stimulation by the action of external factors.
2. Mental (material) perception: It expresses a mental-mathematical process based on verification through understanding facts and building assumptions, and relies heavily on logic.
3. Physical (quantitative) perception: it is based on quantitative probability in building vision and decision-making, not depending on the availability of information, but rather in the philosophy of selecting, organizing and interpreting information, as is the case in realizing and employing national power.
4. Chemical perception: It can be determined by the ability to interact and accept the other, and to build positive relationships that lead to common interests, and that many relationships do not find an explanation except that the properties of interaction are available and this is what we find in the patterns of many bilateral and multiple relationships at the level of politics. Or people's interaction with people without the other.

As for Skinner, he believes that perception is divided into :

- 1- True realization: It represents the pattern that is crystallized by both sides of the relationship, which revolves around issues that are comprehensive.

2- Selective perception: which is what the perceiver feels and involves inference more than perceiving a threat or a specific situation .(Hamid , 2018: 18)

Third : The triple rule of perception :

In general , thought can be considered the general ability to visualize and express ideas, while thinking refers to the logical mental process of analyzing and processing information, and meditation refers to deep diving and meditation on specific topics. In line with the debate about which came first, meditation, thinking, or thought , and which came first in building the perception ? The accumulation of perceptual knowledge and the emergence of thinking was the stimulus of the organizing guide for performance, and thought is the accumulated cognitive product resulting from thinking (Horthy , 2002:54) .

thinking – meditation – thought are terms used to describe the processes of the mind, comprehension, and analysis. Although they may all refer to the activity of the mind , they bear some subtle differences in meaning and usage.

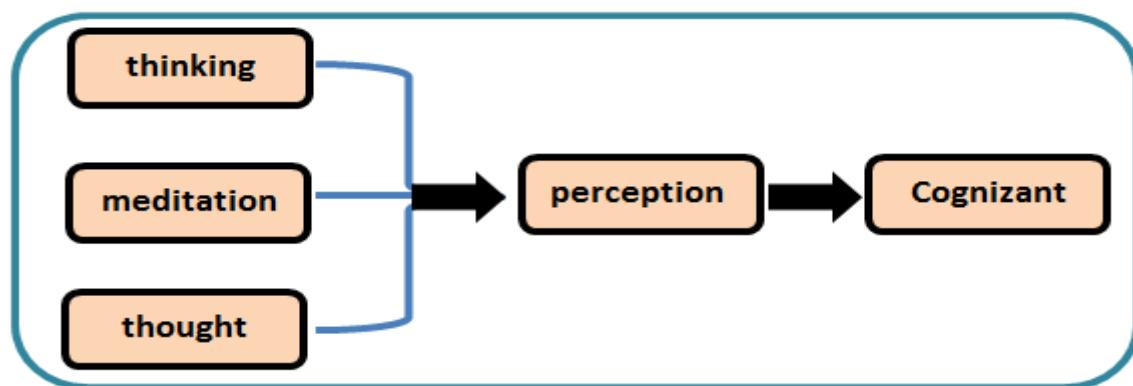


Figure (2) Mechanism of perception

Source : Prepared by the researcher

Forth : The triple rule of perception :

1 . What is thinking ?

Jarratt has treated thinking as “ the process of understanding resulting from the use of the mental process that produces ideas. In disciplines such as philosophy, psychology and biology , and even neuroscience, practical studies of thinking are being conducted “ . (Jarratt, et al ., 1998: 276) . While Al-Harithi sees it as " an analytical and inferential process that involves deduction , reflection, and analysis. Reasoning refers to the logical mental process that an individual uses to understand and process information and ideas . Reasoning involves applying reason and logic and focusing on the strengths , weaknesses , and ideas of a particular topic .Reflection can be an individual or group process and may take a great deal of time to reflect on a complex issue and come to conclusions “ (Al-Harithi, 2002: 34) . And both Orion & Assaraf see it as " the realization of the mind in a problem , phenomenon , or idea in order to reach a solution to it , to understand it , or to expand on it “ . (Orion & Assaraf , 2010:541) . While Grobschedl define it " is a cognitive mental process that relies on what has settled in the human mind of information about the general laws of phenomena” (Grobschedl,2012:2148) .

2. What is meditation ?

From the point of view of both Donald & Carl Meditation " It is also a mental process; this can be understood as a sub-process of thinking. The main difference, however, is that meditation is definitely a conscious process as opposed to thinking, which can be a conscious or unconscious mental process. This requires logic. A person cites different reasons for facts related to a particular problem, trying to understand the logic and at the same time find a solution to the problem. Philosophy holds that thinking is one of the foundations of human existence " .(Donald & Carl , 2002 : 15-16) . While Edward pointed it out " It is closely related to concepts such as good and bad, right and wrong, and even cause and effect. Meditation allows us to identify an action based on existing facts and reasoning and analyze whether a process is positive or negative, beneficial or harmful " (Edward , 2001: 76) . Ernest sees it " It is closely related to concepts such as good and bad, right and wrong, and even cause and effect. Reflection enables us to recognize an action and analyze whether a process is positive or negative, beneficial or harmful, based on available facts and reasoning " .(Ernest , 1967: 29) . Or is it " is an expression that refers to the process of contemplating or thinking deeply about something, including ideas, concepts, and events. Meditation can be empirical, philosophical, or speculative. Meditation refers to diving deep into topics and searching for hidden details and meanings. Reflection may involve in-depth conclusions or deep understanding of specific issues " .(Abdel Hai , 1991: 8). Or it is " the process of analyzing and deducing ideas within the mind after examining phenomena and facts." It relies on mental programming. Comparing, classifying, organizing, abstracting, generalizing, analyzing, linking, constructing, inferring by deduction and induction. For perception to be the final outcome or incubator in which ideas accumulate and reproduce, inheriting and developing qualities, and those are the tasks of the mind that collects information , beautifies utterances , interprets images, and programs performances . (Gemski & Herbert , 1995: 53). Meditation is a purely religious concept, and in language it means learning, contemplation, and remembrance, and it is through immersing one's mind in an issue or thing and then linking it to a predetermined conclusion. (Abdel Bary , 2001: 24-26) .

3. What is thought ?

thought is " a large group of mental and mental operations carried out by the human mind, which makes it able to form a distinctive form of the world in which a person lives, and accordingly he becomes aware of it, and is able to deal with it more effectively, in order to reach goals, plans and desires to be achieved " . (Bell, 1993 : 5). Or is also defined as " the way in which the human soul moves between the different fields of reality and all that is logical and reasonable to the human mind, in order to contemplate and reveal the reasonable " .(Abiri , 2001: 38) . It can be defined as a " set of actions carried out by the mind in knowledge in order to reveal the unknown, and it is also defined as the process by which the truth is conveyed to the brain through the use of different senses, and works to link it with previous information in order to interpret it or issue a judgment on it " .(Hoby , 1999:65) . As defined by (Al-Alwani , 1994:27) as " a name for the process of the reverberation of the rational, thinking powers in man, whether it is a heart, a soul, or a mind, by looking and contemplating to seek the unknown meanings of known matters , or to reach judgments , or the ratios between things " . Thought is

" the way in which a person realizes the facts of the matters in which his mind works, so thought is then a tool or mechanism in the thinking process, and the mental and psychological energies, powers, and faculties attached to it ".(Hijazi , 1988:117) . While being seen by Thaer & Abdel Nasser as " a general term that refers to the ability to form and express ideas. Thought relates to the general mental process of thinking, creating and visualizing. A thought can be a set of ideas or theories that an individual develops or infers from. Thought is one of the basic foundations for creativity, innovation and effective interaction with the surrounding world " .(Thaer & Abdel Nasser, 2002:34).

III. Strategic victory an introduction

Military strategists , administrative scientists, and political leaders all use the word "victory" or its equivalent. These expressions include the military, psychological, philosophical and political aspects of victory and how it is achieved and sustained. However, even within the fields of political science and military science, the concept of victory and how to distinguish it from the natural concepts of ending war, defeat and intervention has rarely been systematically addressed (Rutte & Brinkhof , 2006, 17). Gray (2005) emphasizes that the purpose and benefits of winning are related to the goals pursued by the organization. From an organizational standpoint, achieving these goals is a critical victory. In addition, Gray added two distinct categories to the business vocabulary: strategic success and strategic advantage. These triumphs of quality and practicality are far from obvious shades (Gray, 2005 : 15).

First : What is Strategic victory

Gerard defines strategic victory as " understanding of the organization and urgency to understand its strategic intent and develop appropriate tactics to execute it in conjunction with three types: targeted communications, public relations, and reporting" (Gerrard , 2004 :12). While Mendel sees it as " organization's knowledge and urgency to understand its strategic importance objectives and use a three types of combinations of targeted communications, public relations , and reporting to develop an appropriate strategy to implement that strategy " (Mandel, 2007: 464). Or it is a " victory for achieving long-term goals. In other words , strategic victories are victories that bring you closer to achieving the overall strategy. For example, a strategic victory in a war might be winning a series of battles leading to the capture of the enemy's capital " (Roshandel & Lean , 2013 : 71)

Second : Dimensions of Strategic Victory

A number of parameters can be used to assess strategic victory :

1- Strategic vision : This is the power of corporate strategy. This dimension must provide a number of functions, evaluated here, including : The vision needs to be not only realistic, but also convincing and inspiring . Unrealistic visions or merely rosy visions are not enough. Instead, organizations must have a well-crafted roadmap that enables them to support this vision . The characteristics of the vision also include the tactical aspects of the company's strategy, such as : Technology roadmap, scope, message to customers, positioning and clarity,

which means solving the problems of the organization and customers . (Kaufman & Kirsh , 2013,11)

2- Strategic viability : The strength and dynamism of the company in the market. Typically, there is no direct correlation between an organization's market power and revenue or the age of the organization. This is especially true when the market is in its infancy. Sometimes an organization can become a major force within a few years by solving a client's complex problem. The organization typically evaluates multiple financial characteristics that combine to help determine the viability of a deal. These include financial metrics, customer adoption rates, intellectual property , strength of management teams , and strength of partners. There are certain things that reduce the viability of an organization in a particular market. For example , a company may have a strong product advantage in one area, but be weak in another due to limited investment , a poor market , or a product that has not changed much . (Al-Abadi , 2019 : 75)

3- Validity : The strength of the products that the company offers to customers. There is a difference between determining where a product is and its ability to meet customer needs. Thus, the Victory Index analyzes the extent to which an organization delivers on its promises. This part of the topic examines the features and functionality offered and the effectiveness of the product as it evolves in response to changing customer needs. Other important characteristics of this dimension include ease of use, innovation, the degree to which a product integrates with other technologies, and the degree to which it meets important factual and legal criteria. (Kaufman and Kirsh , 2013 : 11)

4- Value : The benefits that technology brings to consumers, and well-designed products should help businesses achieve their goals, including using technology to increase sales or understand customers to improve competitiveness. The main factor assessed by this dimension is the degree to which the product helps the organization achieve its goals. (Al-Abadi , 2019 : 75) .

Third : Elements of achieving strategic victory through strategic perception

1. Capabilities Analysis : Strategic perception helps determine the capabilities of the organization and the capabilities of potential adversaries. And by understanding the organization's relative strengths and its opponents' weaknesses, its efforts can be directed and resources allocated effectively to reach the desired results .
2. Strategic planning : Strategic realization provides the basis for the strategic planning process through the organization's understanding of the current situation and future challenges, and it can develop effective plans to achieve strategic goals and win the strategic battle or conflict .
3. Decision-making: Strategic perception acts as a tool for strategic decision-making by analyzing available data and information so that the organization can make informed decisions that positively affect the course of strategic operations and contribute to achieving victory.
4. Adaptation and change: Strategic perception helps identify changes in the strategic environment and adapt to them. By studying potential threats and opportunities, the

organization can adjust its strategy and change it according to changing conditions to achieve victory.

IV. Practical side : analysis of results

In order to demonstrate the relationship and impact between strategic perception in achieving strategic victory, it is necessary to verify the validity of hypotheses, which confirm the existence of a correlation and significant influence between strategic performance in achieving strategic victory in the studied organizations or not. Before entering into determining the relationship and impact between the research variables, we provide an overview of the research sample.

Table (1) Percentages, arithmetic averages and standard deviations of the research variables.

Variants	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Arithmetic Mean	Standard Deviation
Strategic perception	7.5	73.1	16.5	2.9	0	4.33	0.459
Strategic victory	32.5	64.6	3	0	0	4.7	0.390
Vision							
Survival	27.3	58.9	11.7	2.1	0	4.54	0.478
Validity	7.4	63.8	28.8	0	0	4.18	0.52
Value	30.3	54.2	15.5	0	0	4.33	0.459

Source: Prepared by the researcher based on the questionnaire

Table No. (1) lists the percentages , the arithmetic mean , and the standard deviation of the research on the impact of strategic perception in the research sample organizations on achieving strategic victory. The following is an analysis of these variables :

1- Vision: The results presented in Table (1) showed that (97.1%) of the study sample agreed that the institutions included in the study are able to develop a clear and inspiring vision that looks closer to the future if they adopt its foundations. The strategic perception vision is supported by the arithmetic mean (4.7) and the standard deviation (0.390).

2- Survival: The results in Table (1) show that 88.5% of the survey sample agree on the importance of strategic insight in helping organizations stay in business and maintain their market position. The arithmetic mean (4.54) is supportive. The standard deviation is (0.478) .

Validity: According to the results displayed in the above table, the research sample agreed (71.4%), and this finding is supported by the value of the arithmetic mean, which was 4.18 and had a standard deviation of (0.52) , on the growing importance of strategic realization as a supportive element to fulfill its promises to provide products that meet the aspirations and expectations of customers.

Value : The results in Table (1) indicate that (85.7) percent of the research sample agrees that increasing strategic awareness through the use of appropriate technologies in organizations can

effectively contribute to strategic victory, which is obtained by the arithmetic mean Supported, the value is equivalent to (4.38), which is supported by the standard deviation (0.523).

Strategic perception: According to Table (1), the majority of the research sample (82.8%) agrees that the studied organizations will be more likely to achieve strategic victory if they recognize the significance of strategic perception in the workplace. This conclusion is supported by the arithmetic mean value of (4.33) and a standard deviation of (0.459).

First : Testing the research model and its hypotheses :

Recognizing the nature of the relationship and the impact of the role of strategic perception in achieving strategic victory is what this research and its selected sample aim at. This axis has been devoted to verifying the compatibility of the research model as follows

1. Correlations between strategic perception and strategic victory:

Table (2) indicates the results of the correlation between the research variables .

Dependent	Strategic Perception				
Independent					
Strategic victory	Vision	Survival	Validity	Value	aggregate index
	**0.750	**0.756	**0.829	**0.837	**0.768

* Significant at the level of 0.05

Source : by the researcher based on the outputs

of the SPSS

Table (2) shows the results of the correlation between strategic perception and strategic victory in the studied organizations. It is noted that there is a significant positive correlation between the independent variable (strategic perception) and the dependent variable (strategic victory). The value of the correlation coefficient for the overall indicator was (**0.768), which is significant at the level of 0.05, which is evidence of the strength of the relationship between the research variables. Based on the foregoing, the main hypothesis of the research is accepted, **which states that there is a significant positive correlation between strategic perception and strategic victory in the studied organizations .**

In order to relate the correlation at the partial level between the strategic perception and the dimensions of strategic victory in the studied organizations, the sub-hypotheses emanating from the first main hypothesis were tested, and it was found from Table (2) that the strongest relationships were between strategic perception and value with a correlation degree of (**0.873) . This was followed by viability, survival, and vision with correlation degrees of (**0.829) , (**0.756) , and (**0.750) , respectively.

Based on the foregoing, the sub-hypotheses of the research are accepted, which state that there is a correlation between strategic perception and the dimensions of strategic victory in the research sample organizations.

The influence relationship between strategic perception and strategic victory at the level of the organizations studied , Table (3) presents the results of the influence relationship between strategic perception and strategic victory.

In order to clarify the causal relationship between strategic perception and strategic victory at the surveyed organization level, the causal relationship between each strategic perception and each dimension of the strategic victory dimension was analyzed separately at the surveyed organization level, as shown in Table (3) .

Table (3) influence relationship between strategic perception and strategic victory

Dependent		S t r a t e					F	
Independent		P e r c e p t i o n						
S t r a t e g i c V i c t o r y	B0	Vision	Survival	Validity	Value	Calculated	tabulated	
	0.5	0.147	0.151	0.208	0.381			
	1.99	0.839	1.125	1.513	2.69	11.679		2.65
	1.690							

Source : by the researcher based on the outputs of the SPSS (1.690) The calculated T value

DF (1,35) *P < 0.05 N= 35

Analyzing the regression results at the organizational level shows that the role of strategic perception has a significant impact on the dimension of strategic victory, and the calculated value of (F) is (11.679), which is higher than its calculated value. (2.65) tabulated values at two degrees of freedom (1.35), and the tracking coefficient (B) and its (t) test show that the highest dimension in terms of significance since computing (t) is the (value) value is (2.69), significantly higher than its table value (1.690) at a significant level (0.05), and (validity) ranks second because the calculated value of (t) is (1.513) higher than its table value (1.690) at Significant level (0.05). The survival rate ranks third, and the calculated (t) value reaches (1.125), which is higher than the table value (1.690). and (Vision) came in fourth place, as the calculated (t) value reached (0.839), which is higher than its tabular value, which is (0.839). (1.690) at a significant level (0.05).

Based on the foregoing, the hypothesis is accepted, which states that there is a significant impact of strategic realization in each dimension of strategic victory in the studied organizations.

Table (4) The impact of strategic perception on strategic victory at the level of the investigated organizations

Dependent strategic perception			R ²	F	
Independent	B0	B1		calculated	Tabulated
strategic victory	0.934	0.770	0.591	47.877	4.13
		6.920			

Source : based on the results of the electronic calculator (6.920) The calculated T value

DF (1,35) *P < 0.05 N= 35

Table (4) indicates the results of the regression at the level of these organizations that there is a significant positive effect between strategic perception and strategic victory, as the calculated (F) value was (47.877), which is higher than its tabular value of (4.13). The coefficient of determination (R^2) was (0.591), and this means that 59.1% of the explained differences in strategic perception are explained by the victory strategy, and the rest is due to random variables that cannot be controlled or that were not included in the regression model originally. And by following up the coefficients of (B) and its (t) test, it is shown that the calculated (t) value is (6.920), which is significant and greater than its tabular value of (1.691) at a significant level (0.05).

IV. Conclusions

1. The results indicated that there is agreement at high levels regarding strategic perception, which concludes that management in the studied organizations cares about this variable, but it does not employ the results of victory operations in finding creative and innovative solutions in its operations to be more agile in its response to external changes.
2. The results indicated that there is agreement at high levels regarding strategic perception, which concludes that management in the studied organizations pays attention to the foundations of strategic perception but does not employ this concept in monitoring and exploiting opportunities and does not take appropriate decisions in this regard.
3. The results of the analysis revealed that there is a significant positive correlation between strategic perception and all dimensions of strategic victory. This is a good indicator that must be strengthened in the studied organizations by increasing care and attention to the managerial qualifications of the organizations' managers and increasing their awareness about the concepts and methods of strategic realization and strategic victory.
4. The results of the regression analysis indicated that there are significant influence relationships between the strategic perception and the strategic victory because the strategic perception is associated with the strategic victory operations and depends on them, as we indicated in the theoretical aspect.
5. The results revealed that there is a significant influence relationship between strategic perception and each dimension of strategic victory for the research sample, and the strongest influence relationship was between perception and value and its reflection in achieving strategic victory.

V. Recommendations

1. Management of interviewed organizations should do more to provide the knowledge necessary to demonstrate the importance of strategic perception and its importance to strategic victory.
2. Management of surveyed organizations should place emphasis on training sessions and workshops to strengthen and further develop executives' strategic perception processes and provide them with brainstorming skills.
3. Value human resources as a key element of the organization Lay the foundation for strategic perception and vision for the future.

4. The organizations studied needed to implement a redesign process at the organizational level, placing strategically aware leaders at the center of decision-making to ensure the desired strategic victory of the organization.

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