

# EFFECTIVENESS OF DIMENSIONS EXECUTIVE MANAGEMENT APPLICATIONS TO ACHIEVE COMPETITIVE ADVANTAGES

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## Abstract

This study highlights the importance of the impact of Executive Management (EM) dimensions (Environmental-EN, Economic-EC, Social-SO) on Competitive (CO) advantage. This study focused on emphasizing the variables to achieve high-quality production. A questionnaire form was used to collect the data needed by the researcher for this study. Their number reached (142), and (6) questionnaires were incorrect, valid questionnaires were obtained (136) in Diwaniyah Textile Factory / Iraq. In this study, the researcher used SPSS & Smart-PLS 4 statistical analysis to obtain the required results. The researcher in this study reached positive results with high efficiency, and the dimensions of executive management focus on developing competitive advantage in the organization. This study also focused on important recommendations to benefit from to develop the relationship between the dimensions of executive management and competitive advantage.

**Keywords:** dimensions of executive management, competitive advantage, environmental, economic, social.

## Introduction

In this study, the researcher focuses on achieving positive results (**Ahmad et al., 2020**). In this study, the researcher focused on the role of executive management dimensions in developing the competitive advantage of organizations **in Diwaniyah Textile Factory / Iraq** ((Nomonov, 2022). One of the important results reached by the researcher is (Ogunode, 2023). In expanding and developing the performance of organizations to benefit from their organizational efficiency patches, as Tulanov (2023) emphasized, in preparing the necessary strategies and plans necessary to raise the efficiency of companies to solve the problems facing the organizational sector (Xolmamatovna, 2023; **Albadry et al., 2020**). Organizations face difficulties in their performance in order to compete with other organizations (Eshpulatovna, 2023). The researcher emphasizes the continuous improvement of companies and the use of advanced modern technology (Process & Subjects, 2023).

### 1. Research problem

Focusing on the role of executive management dimensions in influencing competitive advantage to achieve highly efficient production (Ngeh, 2023). As well as interest in

improving the performance of organizations on an ongoing basis, and work to enter into broad competition between organizations (Ngalim, 2023). To clarify the impact of executive management dimensions on competitive advantage (Lilly & Jehovah, 2023).

## 2. Research hypotheses

In this research, there are (3) hypotheses that explain the effect of executive management dimensions on competitive advantage. Which works to improve the performance of companies and determine the impact of the variables used in this study ((Big-alabo, 2023). These hypotheses are:

1. There is a statistically significant effect of the Environment (EN) impact on Competitive (CO) advantage from the point of view of the study sample.
2. There is a statistically significant effect of the Economical (EC) impact on Competitive (CO) advantage from the point of view of the study sample.
3. There is a statistically significant effect of the Social (SO) impact on Competitive (CO) advantage from the point of view of the study sample.

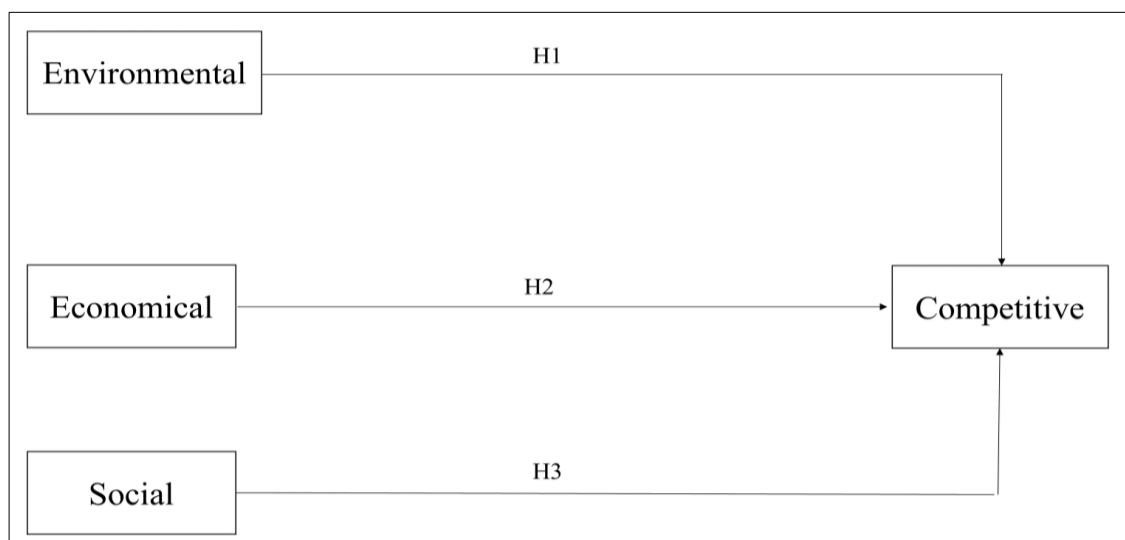


Figure 1: Framework

## 4. Methodology

This study was approved by the Iraqi government for the researcher's work on 1/4/2024. Quantitative methods were used in this study, like previous studies, to study the associated in Diwanayah Textile Factory / Iraq ((Momaday, 2023). Therefore, a quantitative survey was used in this research for the subject of the study (Bozorovych, 2023). Empirical research was used on data found in organizations (Strategies & Group, 2014).

## 5. Results

The statistical measure of the results consists of two parts: the first is the standard model that demonstrates the validity and reliability of the study (Olimjonovich, 2022). The second section Strategies & Group (2014) is the structural model, which explains the relationship between the independent variable (Isumaila, 2022). The dependent variable Mukhitdinovna (2022). Table No. 1 shows that the loadings of all factors exceed Cronbach's alpha 0.758, and Table

No. 2 shows that all values of the target sample are positive (Strategies & Group, 2014). Hence, the validity and reliability of the instrument were verified (Strategies & Group, 2014).

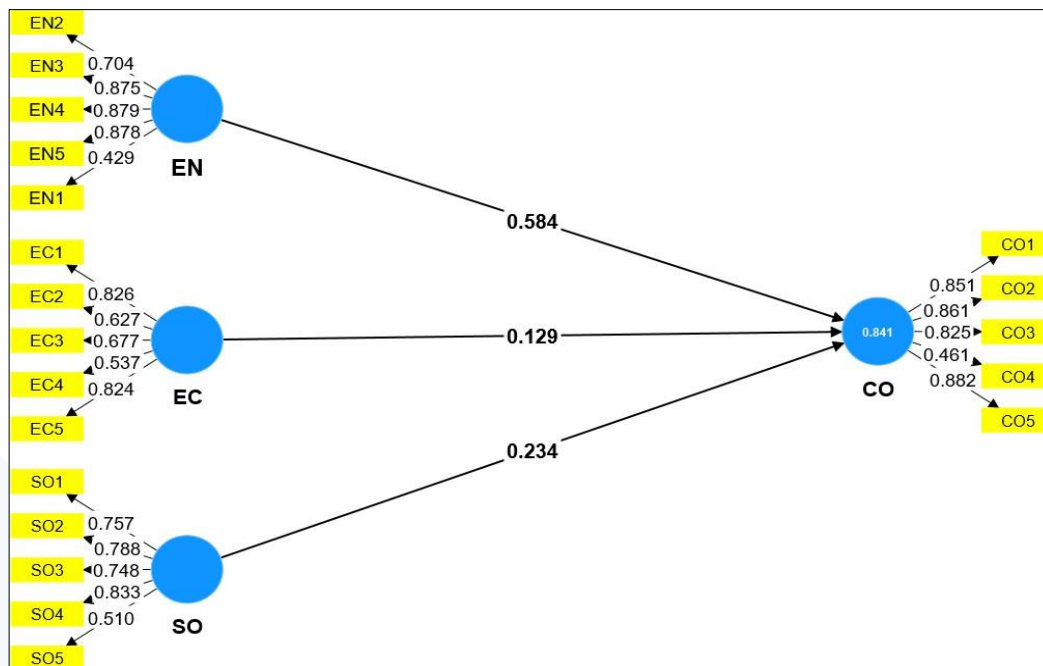
**Table 1: Reliability validity**

Items	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
CO	0.840	0.890	0.627
EC	0.758	0.830	0.500
EN	0.819	0.876	0.598
SO	0.784	0.852	0.542

The discriminant validity, Table 2 confirms the difference between the samples targeted in this study and the definition of the standard model obtained by the researcher (Kazim and Ahmed, 2021). Figure 2 shows that the results of the three hypotheses in this study were positive (Kazim and Ahmed, 2019).

**Table 2: Discriminant validity**

Items	CO	EC	EN	SO
CO				
EC	0.969			
EN	0.067	0.959		
SO	0.030	0.053	0.867	



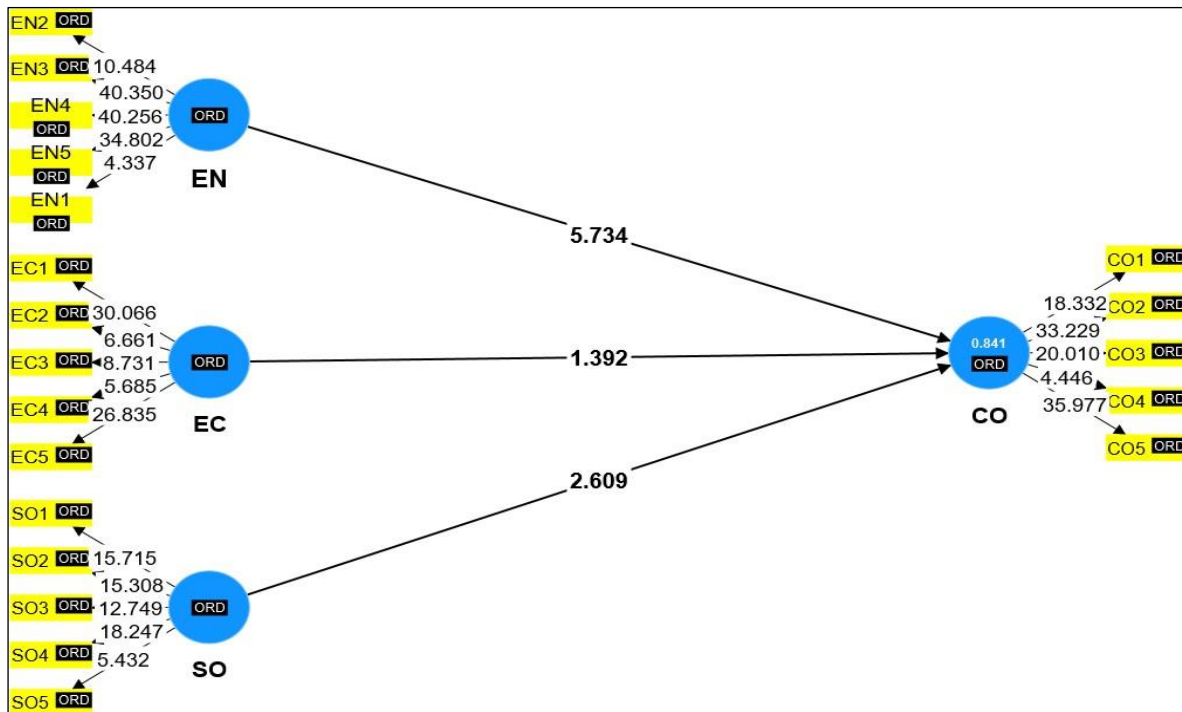
**Figure 2: Measurement model**

The relationship between the structural model was through the result of the three positive hypotheses (Ahmed & Kazem, 2022). Figure 3 shows that EN has a positive effect on CO,

and this relationship is significant at 0.854, while the relationship between EC and CO is positive and significant at 0.129, and the relationship between SO and CO is positive and significant at 0.234. Figure 3 shows that the structural relationship three hypotheses is positive (Kazim and Ibrahim, 2024).

Table 3: Structural relationship

Hypothesis	Relationship	p-value	t-value	Results
H1	EN → CO	0.854	5.734	Accepted
H2	EC → CO	0.129	1.392	Accepted
H3	SO → CO	0.234	2.609	Accepted



## 6. Conclusions

1. Results of statistical analysis between the dimensions of executive management and competitive advantage. This confirms the existence of a positive, statistically significant relationship between the dimensions of executive management and competitive advantage.
2. The analysis of the dimensions of executive management in the included paragraphs shows its importance in developing the competitive advantage of organizations, and thus the three hypotheses prove their support for research and achieving impact in Diwaniyah Textile Factory / Iraq.
3. Analysis of the dimensions of executive management confirms that all dimensions are important through the impact of the dimensions of executive management on competitive advantage in Diwaniyah Textile Factory / Iraq.

4. Focusing on the dimensions of executive management and its impact on competitive advantage in Diwaniyah Textile Factory / Iraq, and searching for opportunities in the best way to improve continued performance and competition.
5. The use of modern technology in organizations for the purpose of maintaining competitive advantage between them. Emphasis on building new organizations to provide high-quality services.

### **Recommendations**

1. Focusing on the importance of suitability because it has an impact on organizations primarily for the purpose of employee satisfaction in the organization.
2. Using digital channels in order to achieve profits for the organization, such as using modern brands and advertisements that use services or products in an advanced way on virtual reality.
3. Using modern and effective methods to develop the performance of employees in organizations and emphasizing the importance of dealing with the executive management's competitive advantage.
4. Developing the skills of employees to face the most difficult and varied conditions of the environment, and making the necessary changes to meet the performance of competing organizations.

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