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## **Strategic Physiognomy and its Impact on Organizational Prosperity : An Analytical Research in the State Company for Electrical and Electronic Industries**

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**Abstract:** The main objective of the research is to investigate the relationship and influence between strategic physiognomy and organizational prosperity in the General Company for Electrical and Electronic Industries and to identify the nature and pattern of thinking prevailing among the leadership levels in the concerned company in order to identify appropriate procedures and practices that work to consolidate the culture of strategic physiognomy and direct it towards achieving prosperity organizational , data were collected from ( 166 responder represent) late sample intentional from the middle and senior management and analysis of data Od ft statistical programs (SPSS, AMOS) Through the adoption of appropriate statistical methods . The results showed the health of relationships link and influence on the level of key variables and sub - dimensional, indicating the essential role of discernment and strategic of to achieve prosperity organization in the company

**Keywords:** pathogen, Global Village, De-globalization, Post-Apocalyptic Science Fiction

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### **INTRODUCTION**

Organizations seeking to achieve success and prosperity under the challenges of the environment j of the growing is based on this success to the correct strategic implementation, which requires high - capacity monetizing organizations manage the extrapolation of the future and the possibility of their leaders in the activation of physiognomy strategic and detect opportunities , and to achieve this organizations work and efforts actively to made its strategy clear and the right direction ,and find ways to adapt to these challenges, and work to restore balance in its performance, through the adoption of effective management practices that support the prosperity of its outputs , and is the prosperity organizational pillar essential to the continued success of the organization and its survival . In view of the importance of the industrial sector and its contribution to the development of the Iraqi economy, and the prominent role of the General Company for Electrical and Electronic Industries in providing products that support this sector and increase its contribution to economic development, the aforementioned company was chosen as an area for research ,and from here this research came to test the relationship and influence between a variable Physiognomy Strategic Organizational Prosperity.

### **View The Literature Literature Review**

#### **First : Strategic Physiognomy**

Physiognomy is based on systematic studies of the features of the face and the physical structure of the human being, this science is the focus of emotions that are translated in the form of expressions that appear on the faces of people, because mental activities and emotions affect the movement of the facial muscles and thus directly reflects the psychological nature of the person, and then the person can read the mind and analyze the personality , Psychologists confirm that 60% of human communication appears in the form of physical movements and gestures in the face, and its fruits can be extracted by reading human features or by understanding facial and body movements and expressions .And some recent studies have suggested that the human face contains the (nucleus of truth), through which the personality of a person is identified, and this science is linked to two basic types. It is found in the human mind, which is clearly reflected in their actions and faces, and the second: is the science of inference, which is found in the nature of the appearance and appearance of a person, which can be identified through some of the secrets that they possess in the form.

Physiotherapy is one of the natural sciences to be discovered Hussain, 2018: 3And personality

The morals and intentions of people are deduced by looking at their faces and appearance, that is, inferring deep morals. He also emphasized (Al-Fiqi, 2010: 6) that *firaasa* is based on an idea of apparent characteristics.

Alerting a person to something that others did not perceive and understand, for it is synonymous with intelligence and science that studies the features of the face or body, in addition to being a means of distinguishing between a person's morals and virtues or vices through their environment to which they belong.

It is a Greek term consisting of two parts: Physiognomy) And physiognomy Which means nature : Physis -To judge the appearance of the body Gnomon - and it has other concepts that the researcher was able to look at, as he) Oxford Dictionary (defined it as the supposed and imagined art of judging the personality of an individual through the characteristics of the face, and the) British Encyclopedia (explained that (Abulaban et al, 2018: 23) Physiognomy is the study of the psychological properties of body structure and facial features

Which included three dimensions: (Hussain, 2018) The dimensions of strategic physiognomy were determined in the light of a study.

1. **Deep understanding (understanding the components)** :Today's organizations have become aware of the importance and role of deep understanding and treat it as a basic type of intelligence that individuals enjoy, and have sought to harmonize and coordinate this concept with different types of intelligence (emotional, competitive, and commercial), and work to develop their management Effectively training its leadership, and a deep strategic understanding contributes to providing the necessary information to decision makers, and formulating plans and strategies in the organization in general, and the concept of strategic understanding in organizations depends on several variables, including social capital, culture systems, and knowledge management systems, and determining plans and strategies depends on .(Hussain, 2018: 48) The organization's capabilities, opportunities and alternatives.

That deep understanding helps and encourages thinking and learning (Leithwood et al, 2006: 7)It has been explained .The persistent people and that the failure to understand and contain this concept reduces the individual's ability to deeply handle complex concepts, as he sees that this deep understanding is not related to the specific field of knowledge only, but rather is related to the processes of solving the same problem, and the individuals' understanding of the thinking processes that he enjoys, and what he possesses of capabilities. On a deep and good understanding of what he can do and implement from them. Deep understanding has different features, which are the insistence on the part of individuals to understand and interact with others, the link between new ideas, knowledge, and previous experiences, discussions and logical dialogues, and asking in-depth questions during the process of learning, thinking, interpretation and application (Abdel-Hassan, 2016: 179).

2. **Mental empowerment** : Granting the authority or power to someone to perform a specific role. Empowerment focuses on giving higher management power and confidence to working individuals to carry out their tasks and roles freely, which makes them feel comfortable and increases their responsibilities and creates a positive feeling among them, and enables them to control work and performance through Authorization (Al- )Dulaimi, 2019: 35) Different levels (Al-Hamidi, 2016: 237) defined it as the participation of working individuals in making decisions that directly affect the performance and direction of the organization, and in the available information and knowledge that helps them understand the overall performance, as well as in the rewards that are determined on the basis of the performance of employees. Adopting a culture of empowerment requires organizations to change the traditional leadership model, which focuses on centralization and not delegating powers to others, as empowerment is a collective process and not an individual process, as it achieves individual happiness, work satisfaction, and well-being, achieving individuals' common interests, and motivating them to be creative in Work and use new and non-traditional methods of performance, and that all of this will be positively reflected on the organization as a whole, with its various departments and levels.

3. **Inspirational influence** :Creative individuals constitute the basic wealth of every organization, and the orientation of organizations towards inspiring influence on individuals is an important factor in its success and achieving a competitive advantage because inspiration leads to an increase in levels of confidence among all (Dabbas & Muhammed, 2018: 100) Administrative levels in the organization, and directing them towards achieving creativity That inspiration is one of the most important motivational states that help individuals (Spinou, 2020: 69-70)He has indicated To direct their ideas in the right direction, and researchers emphasized that inspiration is an important factor in strategic verbalization that enhances individuals' thinking, capabilities and ability to think creatively, which helps them transform their ideas into solutions and products that benefit organizations and society. Inspirational motivational behavior is concerned with the leader's ability to provide a sense of achieving goals and stimulating the energies of individuals to achieve them, and this is achieved by developing a good vision and developing clear and acceptable strategies for achieving the vision, and the ideal effect is often combined with inspirational motivation. (Al-Dulaimi, 2019: 36) For leaders within organizations to encourage individuals to think and be creative at work.

## **Second: Organizational Prosperity**

Today's organizations operate in a highly competitive, fast-changing environment, and in the midst of competition and challenges facing these organizations, the term (organizational prosperity) has emerged, which every organization can seek by investing in the available and decisive opportunities and in the presence of strategic planning by senior management that fits with the strategic objectives. Which is distinguished by its clarity, and keenness to achieve a distinct and appropriate performance to achieve a competitive position that distinguishes it from other organizations in the business environment, and despite the importance of this concept, it did not meet enough attention by researchers and writers, and we notice the scarcity of studies that dealt with it, especially Arab studies, and thus it is considered a modern topic In the field of management, and it was used by management scholars in an indirect way to express it , such as excellence, success, levels of growth and progress of the organization, so that prosperity in organizations is achieved through its ability to coordinate and interconnect its elements and tools to achieve a distinguished level of performance, through the investment of resources The creative and distinctive mankind and their participation with the higher management in the pursuit of the common goal through their high performance and coherent work that is characterized by Effectively and efficiently to reach a strategic goal by which organizations try to reach excellence and distinction and build a unique competitive base.

According to the Oxford Dictionary, prosperity is defined as the special case of success in earning money, which is the ability of organizations to generate economic growth through good performance, competitive advantage, creativity at work, and adequate consumption.

.(Mendez, 2017: 37)

From an economic perspective, it is defined as living in comfort and wealth, in (the dictionary prepared by the Turkish Language Association). Prosperity means that society has better standards of living and continues life under better conditions, and the main goal of executives in each country is to increase the prosperity of society along with growth. Economic, working life, physical and mental health, freedom, personal relationships, access to services, security management, concern for individuals' rights, as well as the cultural heritage of individuals, ecosystem services, and appropriate use of natural resources create human prosperity and prosperity that is reflected in their positive performance. At work within their organizations, and with the passage of time and due to the changing conditions in the environment, factors appeared that affect the quality of work life in the organizations, including the health of workers, changes in the organizational climate, as well as new threats, which led to an increase in the organizations 'keenness to provide the appropriate climate and the internal environment to invest the available opportunities and achieve well-being.

As it represents(Buyuksarikulak & Kahramanoglu, 2019: 9-10) Individuals and thus their prosperity

All aspects of prosperity and economic well-being that make organizations distinct and capable of creativity at work

.(Huffman, 2005: 1) And to obtain a sustainable competitive advantage

as follows :(Besley et al, 2013: 6) In light of the dimensions mentioned .

1. Creativity: The world lives today in a different era from all previous eras, due to the intensity of competition that threatens many organizations and makes them constantly search for a place for themselves at the forefront and foremost and maintain their competitive advantage, and are able to face intense competition, and certainly the distinguished and prosperous organizations are the ones that It is able to innovate and renew permanently and continuously, which helps it achieve its goals and confront its competitors with full force, and thus these organizations are competing in adopting creativity variables to achieve distinguished and different performance (Al-Akhdar, 2011: 24). Creativity is a mixture of capabilities and individual and personal characteristics that lead to Positive and beneficial results for the individual and the organization, thus reaching creative solutions to a specific problem or new idea (Jarwan 2002: 32).That the organization should provide the right climate, and provide the tools (Kuratko et al, 2005: 699)It has been explained Needed and sufficient time to support creativity processes, and the pursuit of creative ideas, as well as the use of an appropriate system of incentives, and tolerance in the event of failure of creative projects, which leads to increased job satisfaction for individuals, they need material and moral support to adopt creative ideas continuously.
2. Intellectual capital: Researchers and writers have differed views on defining a unified concept of intellectual capital. Some of them defined it as a set of skills, experiences, relationships, and knowledge that can be used to achieve competitive advantage, by responding to customer requirements (Nour and Alqashi, 2010) : 7). That the intellectual capital is needed by every organization to achieve its goals, (Awad & Ghaziri, 2004: 8) Indicated. It represents the group of individuals in every organization, distinguished from others in that they utheir minds and ideas more than using their hands, because they possess cultures, values, trends, and abilities, in order to distinguish their organization. That intellectual capital is an intangible asset that you use (Hansen et al, 1999: 34)Indicated

The organization as a weapon with which it competes with other organizations, in the processes of development and creative growth, for the survival and continuation of the organization in a rapidly changing work environment.

3. **Infrastructure :** Infrastructure is an interconnected set of basic elements in every organization, through which the structural and necessary support is provided for the success of these organizations and the proper conduct of their operations, including green infrastructure, logistical infrastructure, information and communication technology, and the prosperity and level of The organizations present the extent of their provision and interest in the basic infrastructure, as it is the important and basic factor that helps attract projects that develop the organization and contribute to its success and raise its level of productivity (Nasrallah and Abu Ziada, 2018: 6) .(Al-Amry, 2020: 107) has indicated that infrastructure is the backbone in organizations and the basis on which all their operations and departments are based, and the extent to which they achieve the desired goals, and it consists of five basic elements that every organization needs to search for creativity in its work and continue to succeed and these elements are Organizational culture, physical environment, organizational structure, information technology, and physical knowledge. Infrastructure measures the degree of information sharing between individuals within(Ward, 2012: 40)He explained their organization from the top of the organizational hierarchy to the bottom of the organization, and between the various organizational units in it, thus strengthening the relationships between and consolidating them between inside and outside the organization, allowing for rapid movement in the transmission of information.

**Third: The Relationship Between Strategic Physiognomy And Organizational Prosperity**

Today's organizations face great challenges, and they work in a volatile and rapidly changing environment in all fields, economic, political, and social, and they need strategic elements for their success and sustainability, and the role of strategic farsity of the higher departments in these organizations is directly influential in achieving their organizational sustainability by employing its dimensions Core and spreading its culture, thus leading the firaaasa to achieve positive results and strategic decisions based on rational nature, which is a necessary element in facing competing organizations.

, And strategic physiognomy contributes to the employment of capabilities(Dabbas & Muhemmed, 2018: 104)

The mentality and mentality of the individuals working in the organization, to achieve environmental awareness, study future variables, determine the plans and procedures necessary, to achieve the success factors of the organization and empower its members, and evaluate alternatives in a thoughtful manner. (Hussain, 2018: 46) Before making decisions in a chaotic and random manner, as part of the requirements for its success

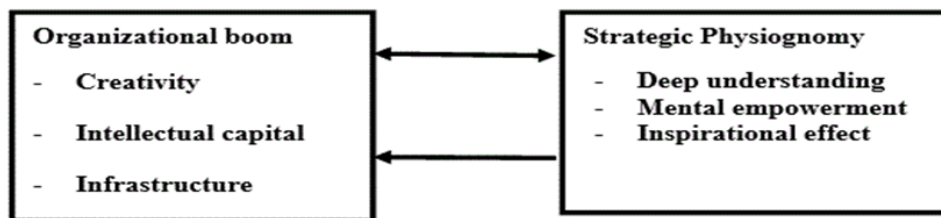
That the effective role of organizations in responding to environmental changes (Haghiri, 2017: 140-141). He mentioned

To achieve growth, survival and prosperity, by providing the necessary training for individuals, attracting and employing the right and qualified of them to achieve what it seeks, and spreading the culture of empowerment and self-management, as well as motivating them by their leaders to achieve strategic goals in a more effective and efficient manner, and increasing the chance of their survival and success in light of changing environmental conditions.

**Fourth: Research methodology**

The review of the literature on strategic physiognomy and organizational prosperity resulted in the crystallization of a hypothetical outline for the research as in Figure (1), which was prepared in light of the research problem and its objectives, and the main hypotheses were formulated as follows:

- 1.The first main hypothesis (H1) : There is a significant and significant correlation between strategic physiognomy and organizational prosperity.
- 2.The second main hypothesis (H2) : There is a significant effect of strategic study on organizational prosperity.



**Fig : 1A conceptual model for research**

**Fifth: The Strategic Physiognomy Scale**

The independent variable strategic fraasa, as it consists of ( 15 ) items divided into three dimensions and they are (deep understanding, mental empowerment, inspirational influence) depending on (Hussian, 2018)

Sixth: Organizational Prosperity Scale: The responsive variable organizational prosperity, and it included ( 16 ) items divided into three dimensions, namely (creativity, intellectual capital, and infrastructure) depending on (Besley et al, 2013).

Seventh: The research sample: The intentional sample was used, as the total human community reached (181) individuals who meet the required specifications for those holding the position of general manager, assistant general manager and director of the department and people officials in the General Company for Electrical and Electronic Industries, and ( 182 ) questionnaires were distributed . , Ot m retrieval ( 10 ) questionnaire were excluded ( 6 ) questionnaire so that the sample be in her final (166).

Eighth: Discussing and analyzing data:

**The stability test**

The Cronbach alpha coefficient was used (Cronbach's Alpha Coefficient) To measure the internal consistency of the scale's paragraphs, dimensions and variables, and the scale as a whole. Table (1) shows the values of the reliability coefficient of validity ranged between (0.913 - 0.937) for the variables and dimensions, which is greater than) 0.70(, And this indicates that the variables and dimensions have appropriate internal consistency, while the internal consistency coefficient (( Cronbach's Alpha For the scale as a whole, it has reached its value)0.923), as it enjoyed a high evaluation, and these results indicate that the current search scale (the resolution) has a high stability level. As shown in Table (1):

Cronbach's alpha-dimensional coefficient	the scale
0.918	Deep understanding
0.916	Mental empowerment
0.914	Inspirational influence
0.913	Strategic Physiognomy
0.917	creativity
0.914	Intellectual capital
0.916	Infrastructure
0.913	Organizational boom
0.923	Questionnaire in general

**DISCUSSING THE RESULTS**

To test the hypothesis (H1) Can be seen from Table 2 that the value of the correlation coefficient between the strategic physiognomy organizational prosperity amounted to (0. 572 \*\*) at the level (0.000) which is less than the significance level (0.05), this means accepting the hypothesis and read ( there is a correlation with Statistical significance between strategic physiognomy with organizational prosperity ) and the value of the correlation coefficient between the dimension of understanding the components (deep understanding) and organizational prosperity (0.428 \*\*) and the value of the correlation coefficient between the dimension of mental state of empowerment (mental empowerment) and organizational prosperity (0.514 \*\*) ) , as the value of correlation coefficient between the post and the inspirational influence organizational prosperity (0.558 \*\*) at the level (0.000) which is less than the significance level (0.05) . And achieved the value of correlations between dimensions ( Strategic Physiognomy ) and after ( Creativity ) as in Table (2) and in a row (0.337 \*\*, 0.409 \*\*, 0.485 \*\*, 0.469 \*\*). All values indicate the existence of positive and direct significant correlations with a level that fluctuates between acceptable to average. The value of the correlation between the variable of strategic physiognomy And

after creativity The value of (0.469 \*\*) is a positive direct relationship, and at an average level, the value of the correlation between the dimensions of ( Strategic Physiognomy ) and after ( Head of capital intellectual ) and respectively (0.427 \*\*, 0.511 \*\*, 0.538 \*\*, 0.562 \*\*) , all of which indicate a relationship in a positive significant correlation and average level, either in total value has reached the link between the variable physiognomy Strategy And after the intellectual capital What its value is (0.562 \*\*) , which is a positive direct relationship with an average level. The value of the correlations between the dimensions of ( Strategic physiognomy ) And after ( Infrastructure ) and respectively (0.364 \*\*, 0.467 \*\*, 0.485 \*\*, 0.501 \*\*) , all of which indicate a correlation relationships positive significant and proportional and level ranged between acceptable to the average, either in total value has reached the link between the variable physiognomy Strategy And after the infrastructure Its value is (0.501 \*\*) , which is a positive direct relationship with an average level.

Dimensions of the strategic physiognomy variable	Correlation value and significance level	Diminishing the organizational boom		
		creativity	Intellectual capital	Infrastructure
Understanding the components (deep understanding)	Correlation value	0.337 **	0.427 **	0.364 **
	Sig	0.000	0.000	0.000
State of mind of empowerment (mental empowerment)	Correlation value	0.409 **	0.511 **	0.467 **
	Sig	0.000	0.000	0.000
Inspirational influence	Correlation value	0.485 **	0.538 **	0.485 **
	Sig	0.000	0.000	0.000
Strategic Physiognomy	Correlation value	0.469 **	0.562 **	0.501 **
	Sig	0.000	0.000	0.000
Number of accepted hypotheses		4	4	4
percentage		100%	100%	100%
**. Correlation is significant at the 0.01 level (2-tailed).				
Sample Size = 166				

To test the hypothesis (H2( Recorded value ):F) Calculated between the strategic physiognomy in prosperity organizational ( 79.742 ) which is greater than the value ( F(Tabular amount of ( 3.89 ) at a significant level)0.05Accordingly, the hypothesis is accepted and its text has an effect of moral significance between strategic physiognomy in organizational prosperity , which indicates that there is an effective effect of strategic study on organizational prosperity, that is, when there is a characteristic and skill of strategic physiognomy of senior management in terms of a deep understanding of the course of affairs and analysis Attitudes and ability of correct analysis with the inspiration of employees towards motivation and creativity. It is indicated by the value of the coefficient of determination ( $R^2$  (0.327 ) that strategic physiognomy explains 33 % of the variables that occur to organizational prosperity, while the remaining 67 % refers to other variables that are not included in the research model, and is evident through the value of the marginal slope coefficient (  $\beta$ (Amounting to ( 0.620 ) that increasing the strategic fistula by one unit will lead to an increase in organizational flowers by ( 62 %), as for the value of the constant)  $\alpha$  ) In equation (1. 053 ) , in the sense when it is physiognomy strategic its equivalent of Allsafr the prosperity organization will not be less than this value.

Mora l	Sig	Values (t) Calculate d	Values (F) Calculate d	The coefficient of determination ( $R^2$ )	Slope modulus value Limit ) $\beta$ (	Constan t limit value ) $\alpha$ (	Dependent variable	Dimensions of the strategic physiognomy variable

D.	0.00 0	6.066	36.800	0.183	0.402	1.874	Organization boom	Understandin g the components (deep understandin g)
D.	0.00 0	7.679	58.968	0.264	0.504	1.483		State of mind of empowermen t (mental empowermen t)
D.	0.00 0	8.622	74,331	0.312	0.517	1.482		Inspirational influence
D.	0.00 0	8.930	79.742	0.327	0.620	1.053		Strategic Physiognomy

It is noted that the value of (F) The computed between the mental empowerment dimension in Organizational Prosperity ( 58.968 ). It is greater than the value ( FThe schedule amounting to (3. 89 ), meaning that mental empowerment has a clear and effective effect on achieving organizational flowers , that is , whenever the higher management is characterized by mental empowerment and the ability to know the position of the company, the sense of its general framework and its strategic vision, the more it helps to have a positive impact on achieving effective ratios of Organizational prosperity. , And is shown by the value of the coefficient of determination ( $R^2$ ) (The adult ( 0.504 ) states that after the mental empowerment , a percentage of ( 26 %) is explained , and it is found through the value of the marginal propensity coefficient (  $\beta$ ) Amounting to (0.408) that the increase after the empowerment of mental incremented by one unit will increase prosperity regulatory rate ( 50 %). The constant value (  $\alpha$ ) In equation (1. 483 ).

It can be seen from Table (3) that the value of (F) (The computed inter -dimension of deep understanding in organizational prosperity .(36,800) It is greater than the value) F (The Tabular Ratio ,(3.89) meaning there is a clear effect of understanding the components (deep understanding) on organizational prosperity .That is, whenever there is an in-depth understanding and insight of senior management, knowledge of the course of things, and intuitive speed in the decision-making process, the more that will help achieve organizational prosperity , .And by the value of the coefficient of determination ( $R^2$ )The amount (1.183) becomes clear that after a deep understanding, it explains 18% of the variables that occur to organizational prosperity ,while the remaining 82% is due to other variables that are not included in the research model, as it becomes clear through the value of the slope coefficient Marginal ( $\beta$ )The amount (0.402) indicates that an increase in the deep understanding dimension by one unit will lead to an increase in organizational prosperity by (40%), as the constant value has reached( $\alpha$ ) (In equation (1.874), meaning when the deep understanding dimension is equal to zero, the organizational prosperity will not be less than this value.

It can be seen from Table (3) that the value of (F) Calculated between the inspirational influence dimension in organizational prosperity ( 74,331 ). It is greater than the value (F) The Tabular Ratio (3.89), meaning there is a clear effect of understanding the components (deep understanding) on organizational prosperity. This indicates that inspirational influence has an effective and clear role in organizational prosperity, that is, whenever there is influence and encouragement of inspiration for higher management in expressing opinion and submitting proposals and encouraging them to do so whenever it helps in developing their skills and raising their levels and thus achieving organizational prosperity for the company in question. And by the value of the coefficient of determination ( $R^2$ ) Of ( 0.312 ), it becomes clear that after the inspirational effect, it explains ( 31 %) of the

variables that occur to organizational prosperity, while the remaining percentage ( 69 %) refers to other variables that are not included in the research model, as it becomes clear through the value of the propensity coefficient. Limit ( $\beta$ ) Amounting to (0. 517 ) that increase after the impact of the inspirational by one unit will increase organizational prosperity by ( 52 %), the value of hard Kmabulgt ( $\alpha$ ) In equation (1. 482 ), in the sense when it is after the impact of the inspirational equal to zero, the organizational prosperity will not be less than this value.

Ninth: Conclusions: The results of the research confirmed the existence of good strategic study in general among senior management and for most of its dimensions, and a fairly good percentage of organizational prosperity, but it is not effectively acceptable, especially in terms of (intellectual capital and infrastructure) dimensions. Thus, the company is able to increase its success and achieve its prosperity through the presence of a strategic vision among its leaders to meet the challenges and emergency events and invest the available opportunities, and this is confirmed by the results of the relationship and influence between the three variables.

Tenth: Recommendations: Increasing interest in research variables by educating senior leaders and employees in the company with everything related to (strategic fidelity and organizational prosperity), the possibility of its application and the extent of its positive impact on the company, through conferences and seminars in which the doors of dialogue are opened to clarify the most prominent problems that affect these Variables.

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