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Diagnosing the Reality of Strategic Vigilance Dimensions at Northern Technical University and Its Affiliated Formations in Nineveh Governorate/ An Analytical Study

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ABSTRACT

The Present Study Seeks to Explore the Role of Strategic Vigilance with its Key Dimensions' Competitive Vigilance, Technological Vigilance, Marketing Vigilance, and Environmental Vigilance within the Context of Academic Institutions, Focusing Specifically on the Northern Technical University and its Affiliated Formations in Nineveh Governorate. The Study Aims to Understand the Extent to which the Adoption of Strategic Vigilance Practices Contributes to Enhancing the Institutional Capacity to Anticipate Changes, Improve Strategic Decision-Making, and Support the Overall Performance of Academic Staff. To Achieve this, the Study Employed a Descriptive- Analytical Methodology to Frame the Theoretical Foundations and Analyze the Collected Data. A Structured Questionnaire Served as the Primary Tool for Data Collection. The Survey was Distributed to a Randomly Selected Sample of 311 Employees Working Across Various Formations of the Northern Technical University. Statistical Analysis was Conducted Using SPSS V26 and AMOS V24, Incorporating Methods Such as Means, Standard Deviations, Response Rates, Frequencies, and Coefficients of Variation. The Findings Indicate a High Level of Strategic Vigilance Practiced Within the University, particularly in the Areas of Technological and Environmental Vigilance, which Demonstrates the Institutions Proactive Efforts to Monitor Technological Trends and Environmental Dynamics as Part of its Strategic Planning Process



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Introduction

As we are witnessing rapid changes occurring in the world today, business organisations are facing increasing challenges that require advanced strategic preparation to keep pace with developments and achieve sustainability. Strategic vigilance is considered an important tool that enables organisations to perform several tasks such as tracking changes in the work setting, anticipating opportunities as well as dealing with threats flexibly and efficiently. This approach helps strengthen the ability of organisations to make informed decisions based on accurate and comprehensive insights. In the education services sector, strategic vigilance is particularly important, given the role of educational institutions in leading development and building human competencies. This sector requires keeping pace with the constant changes in students' needs and teaching methods, as well as the challenges resulting from technological developments. Therefore, adopting the concept of strategic vigilance in educational institutions is an urgent necessity to ensure the improvement of the quality of services provided, enhance competitiveness, and achieve excellence in a dynamic work environment.

In this context, the study focused on building a theoretical and applied framework through three main topics, the first section was devoted to presenting the method we used in this study, while the theoretical side of the study is presented in the second section. The applied side of the study is presented in the third section through the description and diagnosis of the variables of the study, and finally the study concluded by presenting the most important conclusions it reached, in addition to the proposals submitted to the researched university.

1.1 Methodology

The coming sections, we present the mechanisms on which the study procedures were built. We seek here to clarify the problem upon which the study is based. In addition, we clarify why it is important to carry out this study as well as the goals that we aim to achieve. We also present below the hypotheses of the study, and the most important statistical methods used to obtain its results, and as follows

The Research Problem. Despite the increasing recognition of strategic vigilance as a crucial tool for enhancing organisational performance and ensuring stability, Northern Technical University and its affiliated units in Nineveh Governorate face significant challenges in effectively implementing strategic vigilance practices. These challenges stem from the lack of structured mechanisms for systematically monitoring environmental changes, insufficient training for employees on strategic analysis tools, and limited technological infrastructure to support real-time data collection and processing.

Moreover, the implementation of strategic vigilance at Northern Technical University encounters certain operational challenges, including the need for more structured mechanisms to systematically monitor environmental changes, as well as enhancing employee training on strategic analysis tools. Additionally, strengthening the university's technological infrastructure would further support real-time data collection and processing, facilitating more informed decision-making.

These aspects, if effectively addressed, could improve the university's ability to respond promptly to emerging trends, adapt to technological advancements, and enhance its capacity to anticipate and manage potential challenges. Strengthening strategic vigilance practices would also contribute to the development of proactive policies that support employment stability, improve institutional performance, and reinforce the university's competitive standing within the academic sector.

In light of these realities, the present study seeks to investigate:

"What is the reality of strategic vigilance at Northern Technical University and its affiliated units in Nineveh Governorate?"

The Importance of Research. This study derives its importance from two main aspects:

- The study addresses the strategic vigilance dimensions that can enhance organisational excellence and growth. By investigating these dimensions, the research offers valuable insights into how organisations, particularly educational institutions, can harness them to achieve their objectives.
- This research provides a significant contribution to the intellectual enrichment and accumulation of knowledge within the academic community, particularly in terms of future studies that explore the connection between two variables under study. It will serve as a reference point for subsequent academic work in this field.

Fieldwork Importance.

- The study encourages an increased interest among the leadership of the surveyed organisation regarding the dimensions of strategic vigilance. This could lead to a better understanding and adoption of these dimensions, improving their organisational strategy.
- It raises awareness within the surveyed university as regards why strategic vigilance is important as a foundational tool for achieving organisational goals, growth, and excellence. Through this, the institution can strengthen its ability to face challenges and mitigate their impact.

Research Objectives. In accordance with the study's problem and research questions, the primary goal of the current study is to assess the degree to which the Northern Technical University and its affiliated units in Nineveh province have access to strategic vigilance dimensions. The objectives that the current study seeks to achieve run as follows:

1. Determining the level of adoption of strategic vigilance by the surveyed organisations, based on the relevant dimensions outlined in the study.
2. Establishing which aspects of strategic vigilance matter most at the university being studied.

Research Hypotheses. In order to answer the main question and to meet the main objectives of the study, the researcher established preliminary hypotheses as tentative assumptions. Below is a rundown of them

Main Hypothesis 1: This states that strategic vigilance in its dimensions are not present among the administrative staff at the Northern Technical University and its affiliated units located in the province of Nineveh.

This hypothesis produces a sub-hypothesis which runs as follows:

- The competitive vigilance dimension is not present among the staff surveyed in this study.
- The technological awareness dimension is not present among the staff surveyed in this study.
- The marketing awareness dimension is not present among the staff surveyed in this study.
- The environmental awareness dimension is not present among the staff surveyed in this study.

1.2 Research Delimitations

Every study, whether practical or theoretical, has limits that determine its contents. Accordingly, the current research was applied according to the following limits:

1. Spatial Scope: The current study was conducted at the Northern Technical University and its affiliated units in Nineveh Governorate.
2. Human Scope: The study is constrained to an assembled pool of participants from the staff affiliated with the Northern Technical University and its affiliated units in located in the province of Nineveh.
3. Temporal Scope: The research project commenced on May 6, 2024, and concluded on December 31, 2024.
4. Cognitive Scope: The study primarily examines the concepts of strategic vigilance and job security, with a focus on their dimensions and their implications within the context of the surveyed organisations.

1.3 Research Methodology

The researcher combined in this study description and analysis to present both the the theoretical and field aspect. This helped the researchers to collect data and information while finding different means to interpret them. This is in addition to drawing conclusions according to various pieces of evidence in order to reach firm results regarding the study problem.

1.4 Data Collection Methods

The study relied on several methods to collect data and information in light of its theoretical and practical aspects, these run as follows:

1. The theoretical aspect: this is based on the available foreign and Arab sources. These range from books, research articles, academic journal articles to conference papers as well as university theses and dissertations.
2. Fieldwork: The researcher designed a questionnaire in this study the main purpose of which is to gather the data needed from the researched field. The questionnaire form was presented to a group of expert judges for evaluation in accordance with the subject of the study. The five-point Likert scale was adopted and response options were assigned from (5-1) degrees. These respectively run as follows (Agree, Strongly Agree, ((I agree to some extent)), Disagree, Strongly Disagree). The questionnaire covered two main axes as follows:
 - Axis 1: provided a profile of the respondents (personal data).
 - Axis 2: presented the items related to the dimensions of strategic vigilance.

1.5 The Concept of Strategic Vigilance

This concept in its comprehensive sense is a newly emerging term, and has appeared in the business management literature and in circles concerned with information and management as a practical function concerned with the optimal administrative investment of information available in order to support those at the helm to make informed decisions and to develop the organisation and ensure the activity of the organisation [1].

In order to address the concept in question, it is first necessary to discuss the meaning of the term "vigilance" prior to exploring definitions that clarify the concept of strategic vigilance. In terms of terminology, vigilance means comprehensive and intelligent monitoring of the organisation's environment by virtue of looking for concrete information for future guidance. "Afnor" defined it as a continuous and recurring activity the aim of which is to permanently monitor the environment in anticipation of any developments.

Vigilance has also been defined as the activity that enables people to stay informed of all new developments in the sector in which they operate. It is also considered an organized process that entails researching, analyzing, and selecting information and yields competitive advantages [2].

However, we can find that some classify the real emergence of strategic vigilance in the 1980s, particularly in France, following the works of Michael Porter. Lesca Humbert is considered one of the most prominent contributors to this field. He defines it as a constant process that collectively carried out in a proactive voluntary fashion by a group of individuals in order to monitor various changes occurring in the environment, seize opportunities, and reduce uncertainty [3].

the researcher juxtaposes in Table 1 insights from various authors and researchers:

Table 1. The concept of strategic vigilance from the point of view of a number of writers and researchers

T	The researcher and the year	The concept
1	[4]	The capacity to develop and enhance skills and competencies whether those specific to the leader or to the employees.
2	[5]	The ability to proactively detect competitive intelligence in the workplace and deploy resources efficiently to take advantage of opportunities, reduce risks, and control uncertainties is what's known as strategic vigilance
3	[6]	Continuous monitoring of all environmental data with the purpose of boosting the capacity of organisation to respond quickly in a timely manner, and with maximum effectiveness, as well as focusing the detection of changes, risks, opportunities and threats in order to contribute to achieving and enhancing its competitive advantage.
4	[7]	A coordinated process similar to a radar or warning system, which monitors hazards and issues warning signals to alert when necessary.

Source: This table was created on the basis of the sources cited above.

Accordingly, the researchers believe that strategic vigilance is a process through which business organisations seek to understand and read signals with different meanings in a conscious manner. They also seek to translate these signals into specific information about the changes that may occur in their environment. This enables them to reformulate their goals or strategies in a manner that is consistent with those readings. Furthermore, it ensures that they achieve a competitive advantage.

1.6 The Importance of Strategic Vigilance

Regardless of the size or activity of the organisation, it can be said that given how quickly the business settings are evolving and how fiercely competition is becoming, which impacts all

organisational operations and spreads globally, as well as the rise of globally integrated and educated organisations, gaining a competitive edge has grown increasingly challenging. Strategic vigilance has therefore become an essential tool in management and an imperative for survival and success. It enables organisations to understand and deal with their environment effectively, adapt to its variables, and outperform competitors to achieve desired goals [8]. The factors that highlight the significance of strategic vigilance run as follows:[9]

- Identifying new trends and predict structural changes.
- Increasing the extent to which an organisation can respond to changes.
- Finding, developing and maintaining competitive advantages.
- Strengthening and developing the organisation's knowledge.
- Acquiring a multitude of expertise and understanding.
- Maintaining information efficiently and in an easy way among the organisation's levels so that it can keep an eye on its surroundings.
- Increasing the organisation's capacity and speed of response to changes.
- Reducing environmental uncertainty risks and increase safety.

1.7 Characteristics of Strategic Vigilance

Strategic vigilance is a voluntary initiation that focuses on the adoption of the idea by the top management of the organisations and giving it a high priority and can therefore be divided into two main parts:

- The first is monitoring and following up on events in the external environment of the organisations.
- The second is the exploitation of information resulting from the activity and monitoring.

Strategic vigilance information is often predictive information based on signals that can help in understanding and anticipating future changes in its external environment, according to this framework, strategic vigilance is a continuous and dynamic process that focuses on the idea of teamwork and information sharing, whether at the level of collection or analysis and in a way that can prepare the information suitable for use [10], and from this perspective, the characteristics of strategic vigilance can be identified according to [11] as follows:

- 1.Intelligence or collective co-operation: Strategic vigilance is a collective process that requires the mobilisation of various expertise and skills in the organisation in order to transform the information obtained into decisions.
- 2.Environment: Since this characteristic is not a vague idea but rather is made up of a number of influential elements, it needs to be defined scientifically. This is particularly true when it comes to discussing aiming for strategic vigilance.
- 3.Making Creativity: Because vigilance information does not actually recount past events and actions, but rather enables the development of hypothetical guessing and a creative vision, strategic vigilance encompasses the interpretation of early warning clues that are related to creativity.
- 4.Anticipation: Woke information has a predictive feature, which is useful for providing future explanations to the organisation.

1.8 Dimensions of Strategic Vigilance

Authors and researchers have classified the dimensions of strategic vigilance into several vital aspects. These aspects boost the ability of the organisations to adjust itself to any modifications in the business setting, including its importance, objectives, and characteristics. We will be able to understand how organisations interact with their surroundings. This contributes to developing effective strategies for growth and survival [12, 13, 14]. The dimensions of the variable under study run as follows:

Competitive vigilance. This can be seen as the process by which an organisation identifies any potential rivals, be it past or present, along with their tactics. It might possibly reveal their goals or upcoming initiatives. This is done with the purpose of foreseeing any decision that might impede the organisation's operations and result in the loss of numerous chances that were potentially in hand. It is described as collecting data about rivals in order to gain the upper hand in competitive terms in the marketplace [15].

That competitive vigilance is the process of continuously searching for, collecting, processing and distributing the required information related to the organisation's competitors. It helps to monitor current competitors with whom the organisation interacts directly and indirectly. It can even monitor potential competitors. This is done by paying attention mainly to their Behaviour and anticipating their future actions [16].

Technological vigilance. Organisations these days increasingly see technology not just as a tool but also as a solid cornerstone with which they shape sustainable development. When we look closely at technological capabilities, we can get valuable self-knowledge about not only our organisational strengths but also vulnerabilities while also understanding the positions of our rivals in the marketplace. The practice of this important aspect in question has evolved through new methodological approaches, particularly through two main ways: i) machine-based systems and ii) innovative resource transformation processes. Technological vigilance, which is often seen as a subtype of strategic vigilance is described as the information process whereby an organisation utilises effectively to listen to any anticipated clues especially those considered weak. When the environment encompasses chances and risks at the same time, the way an organisation sees its environment in a strategic way is a continuous and frequent activity of active monitoring to anticipate changes in the technological and business environment [17].

Technological vigilance can also be seen as an organisation's effort to gather sufficient information and develop the necessary skills about new technologies and their application developments in order to achieve competitive advantage in the organisation. Through the Competitive Forces Model (Michael Porter), technological vigilance activity can be used to mobilise human, technological, physical and financial resources, follow the technological vigilance approach and then implement the technological vigilance structure. Through a deeper comprehension of how competitive the environment is, technological vigilance contributes towards making market even the more competitive. It reduces information overload and identifies what is important. Not only this, but its products have the added advantage of lending support to managers in that they get noted of any real as well as potential rivals in the market. In addition, in order to survive, the organization needs to be able to deal with rapid technological change and swiftly bring policy decisions into force [18].

Marketing vigilance. A. The concept:

Marketing vigilance subsumes both processing as well as distributing information about the markets in which the organisation is active, which monitors market development, consumer Behaviour and the introduction of new products. The emphasis here is on the shifting requirements of loyal clients, the ups and downs of the partnership between the organization and its clients, the birth of new goods, the twists and turns of the supplier-organization relationship, and the supplier's capacity to pull strings to acquire the goods the organization needs at a reduced price [15].

Marketing vigilance entails keeping a watchful eye on the ever-changing customer demands, both in the present and down the line. It also helps in cementing the relationships between both parties involved. This in turn paves the way for product innovation, and strengthens ties with suppliers to drive a hard bargain. When companies manage to pinpoint both existing and potential customers and get to the heart of their needs, these companies can stay ahead of the curve. In fact, marketing vigilance i) opens the door to new markets, ii) puts

forward fresh products, and iii) keeps a close watch on how these launches take shape. In essence, this strategic approach ensures that organizations stay on top of market fluctuations, follow up with changing consumer Behaviour, and be informed of the ins and outs of customer-supplier relationships. The benefits of this type of vigilance does not stop there as it also helps track growth patterns, fine-tune offerings, and sharpen overall performance. These collectively enable companies to maintain a competitive edge and keep customers on board for the long haul [19].

Environmental Vigilance. All areas not covered by the forms of vigilance sketched earlier fall under the radar of environmental vigilance. It has to do with behavioral patterns in the areas of legislation, politics, society, economics, and geopolitics, keeping a finger on the pulse of external factors. It is focused on elements of the external environment that, while not associated with the organization in a direct way, can still send shockwaves through its operations [20]. The aim of adopting environmental vigilance is to identify the negative effects of the relationships between the organisation and its customers. And work to minimise these effects so that the damage can be contained or avoided [21]. Continuous monitoring via collecting data on all environmental events and developments that affect organizations and their surroundings is another foundational element that serves as a cornerstone of environmental vigilance. It can be a solid undertaking for organizations that helps them bring environmental vigilance into force. Not only this but also because it pertains to many environmental aspects, the organization must exercise due diligence when it comes to processing, analyzing, and forwarding information to decision-makers. This is so that they can determine the basic information that can be adopted in decision-making [22].

It focuses on all components of the organisation's external environment. It keeps an eye on developments in the political, legal, cultural, and economic spheres that may have an impact on the operations performed by the organisation. And this process faces difficult challenges because it relates to a wide range of environmental variables related to the organisation. It is also called social vigilance thanks to the fact that it monitors changes linked with a variety of aspects in society [23].

2 The Practical Aspect

This section includes describing the variables of the study in the light of analysing the answers of the study sample. This sample is represented by the staff of the Surveyed institution, using the statistical software (SPSS V26) to derive percentages, standard deviations, means and relative importance, to be reviewed by the researcher as follows:

2.1 Describing the dimensions of strategic vigilance

In what follows, we present a description and paint the full picture of the strategic vigilance variable based on the dimensions as expressed by the respondents' responses to the items that cut the chase for each of them:

Competitive vigilance. Table 2 shows that an observable pattern of preference can be noticed in how the views of respondents fared regarding the items of the competitive vigilance dimension for statements (X1-X5), as the overall agreement rate of the respondents' answers (strongly agree, agree) stood at a percentage of (61%). These values tell us that some sort of preference pattern can be discerned for the responses of the respondents to the items of the competitive vigilance dimension, i.e. the opinions of the respondents tend towards the positive in view of the indicators on the Likert scale. On the other hand, the overall shared of disapproval (disagree, strongly disagree) for the responses of the respondents to the items of

the competitive vigilance dimension stood at a percentage of (11%).90), the percentage of ((I agree to some extent)) answers was (26.75%), the arithmetic mean was (3.67) and an SD value of was (0.98), and the weighted significance value of the competitive vigilance dimension was (73.40%). This represents an acceptable relative contribution, which means that the respondents displayed a visible preference as regards these items based on how they viewed them.

On the individual level, item (X3), which pertains to the competitive vigilance system in our organisation provides information that support decision-making, registered the strongest proportional significance with a percentage of (76.20%) while displaying a mean value that stood at (3.81) and a registered (SD) value that stood at (0.93). The (X3) item registered the strongest proportional significance with a percentage of (76.20%) while displaying a mean value that stood at (3.81) and a registered (SD) value that stood at (0.93), while (X1) registered the least percentage for relative importance, which stood at (69.80%). This tells us that the organisation's competitive vigilance system believes in financial predictability, while its mean value amounted to (3.49) and a registered (SD) value that stood at (1.02).

Table 2. Data distribution patterns, central tendencies, variability measures, and weighted significance of the competitive vigilance dimension

Items	Item order	relative im- portance%	Standard deviation	Arithmetic mean	Response scale											
					strongly disagree (1)		I disagree (2)		(I agree to some extent) (3)		I agree (4)		I strongly agree (5)			
					%	nu mb	%	nu mb	%	nu mb	%	nu mb	%	nu mb		
X1	5	69.80	1.02	3.49	3.86	12	11.90	37	30.87	96	37.94	118	15.43	48		
X2	2	75.60	0.83	3.78	0.96	3	4.82	15	27.33	85	49.20	153	17.68	55		
X3	1	76.20	0.93	3.81	1.29	4	7.07	22	25.08	78	42.12	131	24.44	76		
X4	4	70.40	1.02	3.52	3.86	12	11.58	36	29.26	91	38.91	121	16.40	51		
X5	3	74.80	1.10	3.74	4.50	14	9.65	30	21.22	66	36.66	114	27.97	87		
Overall average		73.40	0.98	3.67	2.89		9.00		26.75		40.96		20.39			
Total							11.90		26.75				61.35			

Source: This table was created on the basis of the program outputs (SPSS V.26) n=311

Technological vigilance.

The data of table (3) makes it clear that an overall positive trend can be spotted in how respondents viewed the items of the technological vigilance dimension for phrases (X6-X10), as the overall agreement rate of the responses of the respondents (strongly agree, agree) stood at a percentage of (78%). This tells us that some sort of preference pattern can be discerned for the responses of the respondents to the items of the technological vigilance dimension, i.e. the opinions of the respondents tend towards the positive in view of the indicators on the Likert scale. On the other hand, the overall shared of disapproval (disagree, strongly disagree) for the responses of the respondents to the items of the technological vigilance dimension stood at a percentage of (6%). The percentage of (I agree to some extent) responses was

(15.31%), with a mean value of (4.11) and the SD value stood at (0.95), and the weighted significance value of the technological vigilance dimension was (82.20%). This represents an acceptable relative contribution, which means that the respondents displayed a visible preference about these items based on how they viewed them.

On a specific-item scale, item (X8), which pertains to the technology vigilance system in our organisation contributes to the use of modern methods of the Internet, demonstrated the strongest proportional significance with a percentage of (84.60%) while displaying a mean value that stood at (4.23) and a registered (SD) value that stood at (0.95). On the other hand, item (X10) registered the lowest percentage for relative importance, which stood at (79.60%). This represents the technology vigilance system contributes to developing strategic plans and following up their implementation, while displaying a mean value that stood at (3.98) and a registered (SD) value that amounted to (0.97).

Table 3. Data distribution patterns, central tendencies, variability measures, and weighted significance of the dimension of technological vigilance

Items	Item order	Relative importance%	Standard deviation	Arithmetic mean	Response scale									
					strongly disagree (1)		I disagree (2)		(I agree to some extent) (3)		I agree (4)		I strongly agree (5)	
					%	nu mb	%	nu mb	%	nu mb	%	nu mb	%	nu mb
X6	4	81.00	0.99	4.05	2.57	8	5.47	17	14.15	44	39.87	124	37.94	118
X7	2	83.60	0.92	4.18	1.61	5	4.18	13	12.22	38	38.26	119	43.73	136
X8	1	84.60	0.95	4.23	1.61	5	5.14	16	11.25	35	32.48	101	49.52	154
X9	3	82.20	0.92	4.11	0.96	3	4.50	14	18.01	56	36.01	112	40.51	126
X10	5	79.60	0.97	3.98	1.61	5	5.79	18	20.90	65	36.33	113	35.37	110
Overall average		82.20	0.95	4.11	1.67		5.02		15.31		36.59		41.41	
Total							6.69		15.31				78.00	

Source: This table was created on the basis of the program outputs (SPSS V.26) n=311.

Marketing Vigilance. The results of table (4) give us an indication that an observable pattern of preference can be seen among the respondents on the items (X11-X15), as the overall agreement rate for the responses of the respondents (strongly agree, agree) stood at a percentage of (61%). This tells us that some sort of preference pattern can be discerned with regard to the responses of the respondents as regards the items pertaining to the marketing vigilance dimension, i.e. the opinions of the respondents tend towards the positive in view of the indicators on the Likert scale. On the other hand, the overall shared of disapproval (disagree, strongly disagree) for the responses of the respondents as regards the items pertaining to the marketing vigilance dimension reached (12%). (16.16%). The percentage of (I agree to some extent) answers is (26.17%), the arithmetic mean (3.69) and SD value of (0.96), and the weighted significance value of the marketing vigilance dimension is (73.80%). This amounts to an acceptable relative contribution. What the above can tell us is that the respondents clearly agree on these items as per how they viewed them.

On a specific-item scale, (X11), which pertains to the marketing vigilance system contributes to conducting in-depth market research, registered the strongest proportional signifi-

cance with a percentage of (76.60%) while the mean value obtained was (3.83) and a registered (SD) value that amounted to (0.96), while (X12) yielded the lowest percentage for relative importance, which stood at (72.00%). This represents the marketing vigilance system contributes to analysing external variables, while the mean value obtained was (3.60) and a registered (SD) value that amounted to (0.91).

Table 4. frequency distributions, arithmetic means, standard deviations and weighted significance value of the marketing vigilance dimension

Items	Item order	Relative importance%	Standard deviation	Arithmetic mean	Response scale									
					strongly disagree (1)		I disagree (2)		(I agree to some extent) (3)		I agree (4)		I strongly agree (5)	
					%	nu mb	%	nu mb	%	nu mb	%	nu mb	%	nu mb
X11	1	76.60	0.96	3.83	1.29	4	9.32	29	20.58	64	42.77	133	26.05	81
X12	5	72.00	0.91	3.60	0.96	3	11.90	37	27.97	87	44.37	138	14.79	46
X13	2	74.40	0.96	3.72	1.29	4	9.65	30	27.33	85	38.91	121	22.83	71
X14	4	72.40	1.02	3.62	2.57	8	11.90	37	26.69	83	38.91	121	19.94	62
X15	3	73.40	0.96	3.67	1.29	4	10.61	33	28.30	88	39.55	123	20.26	63
Overall average		73.80	0.96	3.69	1.48		10.68		26.17		40.90		20.77	
Total							12.16		26.17				61.67	

Source: This table was created on the basis of the program outputs (SPSS V.26) n=311.

Environmental vigilance. The results of table (5) give us an indication that a discernable pattern of preference can be spotted in how respondents viewed the items of the environmental vigilance dimension for statements (X16-X20). The overall agreement rate for the responses of the respondents (strongly agree, agree) stood at a percentage of (67%). This testifies to an overall unified pattern for the responses of the respondents on the environmental vigilance dimension items. The views expressed by the respondent's lean towards the positive based on the indicators on the Likert scale.

As regards how much respondents disapprove (disagree, strongly disagree) for the responses of the respondents on the environmental vigilance dimension items stood at a percentage of (9%). The percentage of neutral answers was (23.15%). The arithmetic mean was (3.86) and an SD value of (0.98). The weighted significance value of the environmental vigilance dimension was (77.20%). This amounts to an acceptable relative contribution. What the above can tell us is that the respondents displayed a visible preference as regards these items based on how they viewed them.

On a granular scale, (X16), which pertains to "the environmental vigilance system promotes monitoring environmental changes affecting its operations," registered the strongest proportional significance with a percentage of (79.20%). It had mean value of (3.96) with an (SD) value that stood at (0.85). Meanwhile, (X19) yielded the lowest percentage for relative importance at (74.60%), which pertains to "the environmental vigilance system promotes the adoption of recycling and waste minimisation strategy." It had a mean value that amounted to (3.73) with an (SD) value that stood at (1.17).

Table 5. Data distribution patterns, central tendencies, variability measures, and weighted significance of the environmental vigilance.

Items	I t R e S t A r					Response scale									
						strongly disagree (1)		I disagree (2)		(I agree to some extent) (3)		I agree (4)		I strongly agree (5)	
	%	nu mb	%	nu mb	%	nu mb	%	nu mb	%	nu mb					
X16	1	79.20	0.85	3.96	0.32	1	5.14	16	20.58	64	45.98	143	27.97	87	
X17	2	78.00	0.89	3.90	1.29	4	4.18	13	24.12	75	43.73	136	26.69	83	
X18	4	76.00	0.99	3.80	1.93	6	7.72	24	26.69	83	36.01	112	27.65	86	
X19	5	74.60	1.17	3.73	4.50	14	12.22	38	21.54	67	28.94	90	32.80	102	
X20	3	78.00	1.00	3.90	1.61	5	7.72	24	22.83	71	34.73	108	33.12	103	
Overall average		77.20	0.98	3.86	1.93		7.40		23.15		37.88		29.65		
Total							9.32		23.15				67.53		

Source: This table was created on the basis of the program outputs (SPSS V.26) n=311.

Summary of the description and diagnosis of the strategic vigilance variable. Based on what we sketched above, it can be said that all responses for all dimensions of the strategic vigilance variable showed a markedly higher value than that of the hypothetical mean which stood at 3. Table (6) shows the values of the abovementioned dimensions as viewed by the surveyed sample. Upon considering the data distribution patterns, central tendencies, variability measures, and weighted significance, we found that the most important dimension of the study variables relatively is the dimension of technological vigilance. This was indicated by the value of the arithmetic mean (4.11) and an SD value of (0.95) with a weighted significance value that stood at (82.20%).

In second place came the dimension of environmental vigilance. This was indicated by the value of the arithmetic mean (3.86) and SD value of (0.98) with a weighted significance value that stood at (77.20%).

The third place went to the dimension of marketing vigilance. It had a mean value of (3.69) and SD value of (0.96) with a weighted significance value that stood at (73.80%).

In the fourth and last place came the dimension of competitive vigilance. This was evidenced by the arithmetic mean value of (3.67) and SD value of (0.98) with a weighted significance value that stood at (73.40%).

Table 6. The relative importance of the dimensions of the strategic vigilance variable

	Dimensions	Relative importance %	Standard deviation	Arithmetic mean	Arrangement
1	competitive vigilance	73.40	0.98	3.67	Fourth

2	Technological vigilance	82.20	0.95	4.11	First
3	Marketing Vigilance	73.80	0.96	3.69	Third
4	Environmental vigilance	77.20	0.98	3.86	Second

Source: This table was created on the basis of the program outputs (SPSS V.26) n=311.

3 Discussion

This section presents the key conclusions derived from the current study, as outlined below:

First: Conclusions Related to the Description and Diagnosis of Strategic Vigilance:

Based on the findings of the current study, several important conclusions have been reached, the most significant of which are as follows:

1. The surveyed organizations demonstrated a good level of awareness and adoption of the dimensions of strategic vigilance—namely, competitive vigilance, technological vigilance, marketing vigilance, and environmental vigilance—with varying degrees of relative importance. This indicates the presence of actual practices of these dimensions within the organizations, reflecting their recognition of the importance of strategic vigilance in supporting managerial decision-making. Moreover, these organizations rely on specialized teams to communicate with universities, monitor information, and identify the latest technological innovations, which in turn enables them to develop and implement their strategic plans effectively.
2. Technological vigilance ranked first in terms of relative importance, reflecting the organization's reliance on technology as a tool for information monitoring and keeping pace with modern technological advancements.
3. Environmental vigilance ranked second, indicating the organization's interest in tracking environmental changes and their effects on operational sustainability. This also reflects the organization's continuous efforts in analyzing environmental impacts and monitoring changes in regulations and legislation.
4. Marketing vigilance ranked third with a relatively good level of importance, suggesting that the organization actively monitors markets and strives to meet customer needs.
5. Competitive vigilance ranked fourth and last, with a relatively modest performance. This suggests a relative weakness in fulfilling the requirements of this dimension, which may be due to limited capabilities in forecasting financial conditions and securing information necessary for decision-making.

4 Conclusion

1. The university under study possesses a relatively effective competitive vigilance system, reflecting its ability to secure task-related information and data that support decision-making—factors that could provide a suitable foundation for fostering innovative investments. However, some aspects representing this dimension remain relatively weak. To overcome these weaknesses, the organization may consider adopting the following mechanisms:
 - Developing more efficient strategies to reduce production costs by utilizing appropriate financial analysis tools and engaging economic experts with extensive experience in this area.
 - Reviewing the design of administrative processes to enhance the system's ability to support strategic decisions.
2. It is necessary to reconsider the organization's marketing vigilance system to ensure the availability of appropriate analytical tools for assessing external variables, monitoring competitors' market shares, and securing reliable forecasts regarding competitors' plans and strategic directions.
3. Greater attention should be given to environmental vigilance by continuously monitoring the environment. This would allow for accurate analysis of potential impacts and challenges that may arise from sudden environmental changes. Additionally, more emphasis

should be placed on developing sound strategies for recycling initiatives and scientific waste management practices.

4. Efforts should be made to enhance the technological vigilance dimension by formulating strategic plans to provide necessary support to specialized task forces, enabling stronger communication and collaboration with other universities.

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