



ICSDDT2025

CONFERENCE PROCEEDING

THE 2ND ICSDDT CONFERENCE 2025



Organized by:

Northern Technical University

Al-Mustaqbal University

**Alanya Alaaddin Keykubat
University**

Special Issue:

NTU journal for Administrative and Human Sciences (JAHS)

P-ISSN: 2789-1240

E-ISSN: 2789-1259



NTU.EDU.IQ/ICSDDT2025

Proceedings of the 2nd International Conference on Sustainable Development Techniques (ICS DT2025)

April 30 - May 1, 2025, Alanya, Turkey

ABOUT THIS PROCEEDING

This proceeding presents modern and innovative approaches to sustainable development that align with the United Nations Sustainable Development Goals (SDGs). It brings together researchers, scientists, and practitioners from around the world to share solutions and ideas across four key areas:

- Sustainable Environments
- Renewable Energy
- Global Warming
- Ecosystems

The central vision of this proceeding is the critical role of technology in achieving sustainable development for present and future generations. It promotes sustainable research, supports interdisciplinary collaboration, and highlights recent advances in economic, social, and environmental sustainability, with a strong focus on climate change.

The proceeding also aims to:

- Encourage sustainable development research
- Support initiatives that improve business sustainability
- Enhance the quality of public services
- Integrate technology into sustainability solutions

Students, researchers, and professionals will benefit from the diverse ideas, practical solutions, and interdisciplinary perspectives presented in this collection.

EDITORS AND AFFILIATIONS

Civil Engineering, Northern Technical University, Mosul, Iraq

Alyaa Al-Attar

Mechanical and Thermal Engineering, Northern Technical University, Mosul, Iraq

Omar Alomar

University of Mosul, Mosul, Iraq
Basim Mahmood

Environmental and Pollution Engineering, Northern Technical University, Kirkuk , Iraq
Qahtan Ali

Environmental and Earth Sciences, Northern Technical University, Mosul, Iraq
Nabel Kalel Asmel

Northern Technical University, Mosul, Iraq
Nabeel Abdulrazzaq

ABOUT THE EDITORS

Prof. Dr. Alyaa Abbas Ali Al-Attar is a professor in Civil Engineering in the field of Structure and Building construction materials at Northern Technical University, Iraq. In 2007, she received a PhD degree in Civil Engineering, Structure from Technology University, Baghdad, Iraq. She is currently occupying the position of president Northern Technical University. She is interested in Reinforced Concrete Beams, Fibbers, Self- compacted concrete, Composite Structures, High Performance Concrete, Concrete Durability, Green Concrete and Technology. Her ORCID is [0000-0003-1942-5458](https://orcid.org/0000-0003-1942-5458).

Dr. Omar Rafee Alomar is an associate professor in Mechanical Engineering and Thermal Engineering at Northern Technical University, Iraq. In 2016, he received a PhD degree in Mechanical Engineering and Thermal Engineering from Institute of Thermal Engineering, TU Freiberg, Germany. He is currently occupying the position of Vice-chancellor of President Northern Technical University for scientific affairs. His research interests are in Renewable Energy, Multiphase flow, phase change process, porous media, convective heat transfer, CFD, Nanofluids and solar energy. His ORCID is [0000-0001-9544-9553](https://orcid.org/0000-0001-9544-9553).

Dr. Basim Mahmood is currently working as Associate Professor at the University of Mosul, Iraq and researcher at the BioComplexLab/ UK. His Ph.D. degree is in Computer Science from Florida Institute of Technology/USA in 2015. His M.Sc. Degree is in Computer Science from University of Mosul, Iraq. His research interests are in Complex Systems and its integration with other disciplines. His ORCID is: [0000-0001-5070-1882](https://orcid.org/0000-0001-5070-1882).

Dr. Qahtan Ali is Associate Professor and the head of Environmental and Pollution Engineering department at the Northern Technical University-Kirkuk. He obtained his Ph.D. degree from the University of Suleyman Demirel, Turkey in 2019, His Masters degree was in 2001 from the University of Mosul, Iraq. He is specialized in environmental and earth sciences and has several research projects and articles in these areas. His ORCID is [0000-0002-3648-935X](https://orcid.org/0000-0002-3648-935X).

Dr. Nabel Kalel Asmel is currently working as Associate Prof. at Northern Technical University, Iraq. He finished his Ph.D. degree from Universiti Teknologi Malaysia (UTM), Malaysia. He is research areas are Bio-sorption, Air pollution, Water, Wastewater, soil, and other related earth and environmental areas.

Dr. Nabeel Abdulrazzaq, a Mechanical Engineer and accomplished faculty member, is currently a Lecturer at Northern Technical University, Iraq. Holding a Master's degree and a PhD in Mechanical Engineering, Nabeel is a dedicated educator and researcher in Fluid Mechanics, Heat Transfer, Thermodynamics, and HVAC. With a rich academic background, he contributes significantly to the field's advancement. In addition to his role in academia, Nabeel is actively engaged in national and international accreditation, showcasing his commitment to excellence in education. His ORCID is [0000-0002-8591-2900](https://orcid.org/0000-0002-8591-2900).

TABLE OF CONTENT

No.	Title	Authors	Page
1	Evaluation the Reality of Strategic Clarity for Sustainable Development in Selected Universities in Iraq: An Analytical Study	Ahmed Danook, Hussain Elttayef Hamad, Mohammed Jawad Ahmed , Maan Ali Mohammed	1-19
2	The impact of pricing strategy on achieving sustainable development A survey study of the opinions of a sample of adminis-trative leaders in Al-Hadbaa Food Industries Company Limited in the city of Mosul	Omar Hatem, Sawsan Ibrahim Al-Aqidi	20-28
3	Diagnosing the Reality of Cleaner Production Dimensions: An Exploratory Study of the Opinions of a Sample of Functional Staff at the Ready-Made Garments Factory in Mosul	wijdan hamoody, Shaker Zidane Khalaf Al-Jubouri	29-40
4	The Role of Cleaner Production in Enhancing Enlightened Marketing: An Exploratory Study of the Opinions of a Sample of Employees in the Ready-Made Garments Factory in Mosul	wijdan hamoody, Shaker Zidane Khalaf Al-Jubouri	41-60
5	The contribution of advanced manufacturing in enhancing marketing intelligence: A survey study of the opinions of a sample of workers in Badush Cement Factory in Nineveh Governorate	ayman Mahmoud Al-Taie, Wijdan Hasan Hamoody	61-80
6	Diagnosing the reality of advanced manufacturing dimensions: A survey study of the opinions of workers in Badush Cement Factory in Nineveh Governorate	ayman Mahmoud Al-Taie, Wijdan Hasan Hamoody	81-93
7	Information technology capabilities and Their Role in Enhancing sustainable Interactive Marketing - An analytical study in Asiaccell Company	Nibal AlMurad, MOHAMMAD Al Hawramy ISMAIL	94-107

8	The Reality of Job Security Among Employees at Northern Technical University and Its Affiliated Formations in Nineveh Governorate/ An Analytical Study	Rfal Al-Hussein Othman, Majeed Hameed Majeed Al-Ali1	108-120
9	Leadership Influence Methods and Their Reflections on Sustainable Development A Study of the Opinions of a Sample of Administrative Leaders at Al-HadbaUniversity College	Sultan Ahmed Khleaf, Shaimaa Muayyad Qasim Al-Obaidi	121-137
10	The Impact of Organizational Ambiguity on Strategies for Containing It: A Study of the Opinions of a Sample of Employees in the National Company for Home Furniture in Mosul	Khaldoon Alkamash, Sultan Alnofal, Ammar Salem	138-145
11	Strategic Engineering Techniques and Their role in Activating The Sustainable Lean Manufacturing System /A Diagnostic and Analytical study of the opinions of a sample of employees in the General Company for Industrial Cement Industry/Badush Factory	Safa Al taie, Rafat Alobedy	146-163
12	Self-efficacy of Administrative Leadership and Its Reflections on Sustainable Development: An Exploratory Study of the Opinions of a Sample of Administrative Leaders in the Presidency of the Nineveh Health Department	Ammar ali salim, Sultan Alnofal, Safaa Saleh Fathi Al-Ali	164-175
13	The role of sustainable promotion strategy in determining pricing strategy A survey study of the opinions of a sample of administrative leaders in Al-Hadbaa Food Industries Company Limited in the city of Mosul	Omar Hatem, Sawsan Ibrahim Al-Aqidi	176-190
14	The role of strategic flexibility in reducing cognitive rigidity to achieve sustainability: An analytical survey study of the opinions of a sample of employees at the University of Mosul Presidenc.	Majeed Hameed Majeed Al-Ali, Safaa Suleiman Ibrahim	191-206
15	Diagnosing and analyzing the dimensions of strategic flexibility: a field study of the opinions of a sample of functional staff in Presidency of the University of Mosul in Nineveh Governorate.	Majeed Hameed Majeed Al-Ali, Safaa Suleiman Ibrahim	207-220
16	Diagnosing the Dimensions of Employees' Creative Behavior: An Exploratory Study of Opinions of a Sample of Employees at University of Fallujah	Mohammed Abbas Ali, Fatima Jafar Habeeb	221-231
17	The availability of open innovation dimensions in the State Company for Northern Cement Industry An applied study in Badoush Cement Factory	Mohammed Ahmed Khudair, Heba Mohamed Hussein	232-246
18	Strategies for adopting information technology and its ability to enhance strategic success: an	Yasser Daoud, Islam Muhammad Hassan	247-262

	analytical study in some schools of the Nineveh Education Directorate		
19	Diagnosing the Reality of Information Technology Adoption Strategies in the Nineveh Education Directorate: A descriptive study	Yasser Daoud, Islam Muhammad Hassan	263-276
20	Information technology capabilities and their role in enhancing sustainable development - an analytical study of a sample of job cadres at the Northern Technical University, Nineveh site	MOHAMMAD Al Hawramy ISMAIL, Nibal AIMurad	277-288
21	APPLICABLE LAW ON THE BASIS OF SUSTAINABLE DEVELOPMENT AND STRENGTHENING INTERNATIONAL CRIMINAL SANCTIONS TO ACHIEVE ITS GOALS	Attia Suleiman khalifa, Raad Hamza Awad, omar Kahlil ahmed	289-296
22	Diagnosing the Reality of Strategic Vigilance Dimensions at Northern Technical University and Its Affiliated Formations in Nineveh Governorate/ An Analytical Study	Rfal Al-Hussein Othman, Majeed Hameed Majeed	297-312