



THE IMPACT OF STRATEGIC THINKING ON ENHANCING ORGANIZATIONAL REPUTATION: A CASE STUDY IN KOREK TELECOM COMPANY

Majid Saab Salamah¹, Sara Sameer Basheer², and Ahmed Abdulhadi
Metiab³

¹ Business Administration Department, Al-Qalam University College, Iraq-Kirkuk, E-mail:
majid@alqalam.edu.iq

² Business Administration Department, Al-Hadba University College, Iraq- Al-Mosul, E-
mail: sarasameer2022@hcu.edu.iq

³ Business Administration Department, Al-Qalam University College, Iraq-Kirkuk, E-mail:
ahmed.abdulhadi@alqalam.edu.iq

Abstract: The current study aims at determining the impact of strategic thinking in enhancing organizational reputation. The study was conducted on (42) employees of Korek Telecom Company. A questionnaire was designed to collect the data required to measure the sub-dimensions of strategic thinking with the sub-dimensions of organizational reputation, and to determine the level of influence between the variables. A set of statistical methods were used to measure the relevant variables (mean, standard deviation, and correlation coefficient). The study indicates that there is a strong direct relationship between the dimensions of strategic thinking in its dimensions (vision, systems logic thinking, analytical thinking, and strategic relations) and the organizational reputation with its dimensions (social responsibility, the mental image of the organization, and service quality). The study reached a set of conclusions, the most important one is that there is an influence relationship between the two variables of the study, where a set of suggestions and recommendations were put forward. The most important one is that those in charge of the college under study are keen to conduct survey studies for the services provided by competitors and the requirements of the beneficiaries of its services in order to benefit from the results by including them in its strategies to enhance the reputation of the organization and upgrading out.

Keywords: strategic thinking, organizational reputation, Korek Telecom.

Introduction:

The environmental data surrounding contemporary business organizations is characterized, especially in the telecommunications sector, by its extreme complexity, continuous and rapid change, and high rates of competition. This makes the success or failure of telecommunications companies contingent on their ability to respond quickly to these changes in order to provide services in a manner that qualifies them to occupy a leading position in the sector. The study derives its importance from the importance of strategic thinking, which plays a fundamental role in enabling organizations to coordinate and integrate their activities and operations, and conduct a continuous review of the environment in which they operate by reconsidering their components and strengths, diagnosing their weaknesses and enabling them to respond to environmental movements, and to explore and invest opportunities, and reduce threats that hinder its work and progress.

The speed of response to the changes that organizations face and the pursuit of excellence has become a basic requirement for current aspiring organizations to maintain their competitive position and improve their mental

image with customers. New capabilities and skills and the investment of existing capabilities should be improved. Hence, the idea of studying the topic of strategic thinking and its role in enhancing the organizational reputation in Korek Communications Company is raised.

1-Methodology and procedures of the study

1-1 The problem of study: Organizations live in a rapidly changing world that needs to create events in a smarter and more creative way. It contributes to enhancing their reputation, as the reputation of the organization has become a strategic value. In order to formulate the research problem, a series of questions were raised:

- To what extent are the dimensions of strategic thinking available in the organization under study?
- What is the interest of the organization under study in achieving the dimensions of organizational reputation?
- Is there an effect and a link between strategic thinking and organizational reputation?

1-2 The importance of the study:

The importance of the study can be summarized as follows:

- Directing the organizations in devising ways and means to identify the obstacles they face when they arise.
- Orienting his focus towards customers, balancing the needs of employees, the organization, and stakeholders in general.
- Providing the necessary skills for the decision maker, whether an individual or a group? And reflect on the sensitivity of the role it plays and its importance in achieving creativity and excellence in organizations.
- Strategic thinking interacts with internal resources, activities, and strategies across the organization.
- Organizational reputation focuses on improving the performance of the organization that may exceed expectations, which contributes to achieving the benefits that appear in the long run, as well as its focus on management development.

1-3 Study Objectives:

This study seeks to achieve the following objectives:

- Presenting the dimensions of strategic thinking and organizational reputation within the accepted scientific context.
- Describing and diagnosing the research variables, and then analyzing these variables in a way that helps the research to reach results and recommendations for the elected research community.
- A simple attempt to link two administrative variables that are very important, to come up with important results that help the research community to perform its work efficiently and effectively.

1-4 The hypothesis of the study: The research adopted the following two hypotheses:

- Correlation hypothesis: There is a positive significant correlation between strategic thinking and organizational reputation.
- Impact hypothesis: There is a significant effect between strategic thinking and organizational reputation.

1-5 Methods of data collection:

This paragraph is divided into two sides: the first is the theoretical side, which is covered depending on what is available from books, research, letters, and novels. The second: the practical aspect, which is covered by referring to a checklist that was designed for this purpose, as this list was based on the five-weight Likert scale (1,2,3,4,5).

1-6 Research method and sample

The analytical descriptive approach was adopted, where Korek Communications Company was chosen to be a research community in order to clarify the dimensions of the research variables and better achieve their requirements. A sample of (42) employees was selected.

2- Strategic thinking

2-1 The concept of strategic thinking

The concept of strategic thinking at the level of the field of business, does not differ much from the military field, as we find that there is a game (if you will) between business organizations in which organizations are winning and others are losing. Everyone seeks to win the battle (make profit) in order to ensure survival in the field work by foreseeing the future and developing appropriate plans (strategies). Thus, we find that those concerned in the field of management science and business organizations have given concepts to explain strategic thinking. All pouring into the same crucible in which military concepts melted, as everyone sought to identify the

necessary skills and provide them in order to win the battle and achieve a competitive advantage over the opponent.

Strategic thinking is the ability of business managers to have a realistic view that enables them to predict the development areas of the organization in the long term, choose the best ones, advance the level of challenges, and not get carried away in simple details [1]. Strategic thinking is also defined as “the process of perceiving, meditating, feeling, a person’s knowledge of signs and warnings that have an impact on the future of the organization, giving them a clear and meaningful picture to act upon and form impressions, possibilities and appropriate behavior accordingly [2].

2-2 The importance of strategic thinking

Competition was known in the past on the basis of time, place and resources, but nowadays, it is increasingly determined by the quality of strategic thinking in terms of opportunities, basic competencies and capabilities. Strategic thinking skills can be used in any organization that seeks to gain a competitive advantage, especially creative thinking skills. The importance of strategic thinking can be summarized as follows: [3] [1].

- It helps and directs the various levels of departments in setting goals.
- It makes identifying opportunities and threats easier.
- It enhances the management logic with regard to the assets and manpower required for the organization.
- It replaces action and reaction within organizations and helps the organization prepare for future changes.
- Strategic thinking is not limited to anticipating future events only, but rather represents capabilities that enable its owner to seize opportunities that competitors overlook.
- Focuses on finding support, developing unique solutions, and searching for innovative opportunities to create new value by creating a stimulating dialogue environment that stimulates creativity between managers and all workers who influence the organization's trends.
- Strategic thinking capabilities represent an important part in the cognitive development and development of each individual in the organization.

2-3 Characteristics of a strategic thinker

The areas of benefiting from the characteristics of the strategic thinker have expanded and interest in them has increased at the present time. Therefore, we will start by identifying the three characteristics of the strategic thinker that are closely related to the success of any strategic thinker in developing practice theories that guide business, as well as thinking in more holistic ways. It also helps leaders see events and problems in terms of concepts, which is a useful way to think effectively in addressing problems. The three characteristics are: [4] [5]

- a) The property of framing and re-framing: The strategic thinker’s possession of the property of formulating the problem in multiple frameworks is a basic pillar because it helps in reaching the optimal solution. Framing is a cognitive process that helps individuals to collect and organize data and information and to form knowledge and make it in a regular context. It involves sorting and interpreting meaning new data, information and events.
- b) Reflective property: It is a perceptual property that involves a careful study of any situation or practice that requires it to enhance the understanding about that state and the application of the newly acquired knowledge as a result of the practice of that state in similar cases in the future. It depends on subjecting evidence, perceptions, and experience to critical scrutiny, and it represents a continuous effort to re-evaluate and interpret the rules, regulations and skills in work and daily life in order to further develop their understanding in accordance with the theory of practice.
- c) The characteristic of structured thinking: This characteristic requires that the strategic thinker feel that he is part of the feedback process, and not separate from it, as the characteristic of structured thinking is the ability of leaders to see systems in a holistic manner by understanding the characteristics, forces, patterns and interrelationships that constitute the behaviors of systems. It provides multiple options for doing business, which necessitates leaders to think holistically, and identify the entire problem by extracting unified information patterns before breaking the problem into parts. This ability enables the strategic thinker to understand how the facts relate to each other.

2-4 Stages of the strategic thinking process

The strategic thinking process is not random, but rather a systematic process that passes through several stages that can be summarized as follows: [6] [7]

- Organizing: The organization of work includes the individuals who work in the organization, the organizational structure and the necessary resources. To achieve this, many questions must be raised “what will the organization look like? What kind of organizational structure supports her vision? How will people, resources, and organizational structure be blended together to achieve the ideal outcome (performance)?
- Note: When looking down from the plane, anyone can see more than what can be seen on the ground. Strategic thinking is very similar to this, as it is like someone who owns a helicopter conducting a comprehensive survey of the field he wants to advance to before walking to that field. The decision to proceed is taken according to the realistic information collected from that field [8].
- Opinion generation: Opinions are simply various forms of thinking about something. In the strategic thinking process, there are four perspectives that are supposed to be taken into account when formulating an organization's strategy, namely, the environmental viewpoint, the market, the project, and measurement. Perspectives can be used as tools that help the leadership think about results, identify critical elements, and adapt their actions to achieve optimization [9].
- Determining the influential forces: What are the influential forces that make the ideal output (performance) a reality? Influencing forces usually lay the foundation for what the organization wants the employees to focus on in the field of the organization's work. In other words, what will the organization use to motivate the employees to perform? Examples of influencing forces include: incentives at the individual level, incentives at the level of the organization as a whole, qualitative factors such as the vision, principles and specific goals, and productive factors such as the task or job [10].
- Reaching the ideal situation: After completing the first four stages of the strategic thinking process, the strategic thinker should be able to determine the ideal situation for the organization, which includes outlines for the ideal situation of the organization. It represents the conditions that it deems necessary to make the organization’s activity productive and the position that its activity will occupy in the market. Any opportunities that may arise, either now or in the future, serve activities, the essential skills and mastery aspects required to carry out its work, whereas the strategies and tactics employed serve all of the above areas [7].

2-5 Dimensions of strategic thinking

There are five dimensions that together constitute strategic thinking. In order to give a clear picture, identify and understand them in depth, they will be dealt with in some detail: [2] [12] [13]

- **Vision:** The vision is a difficult thing to describe, where most executives find it difficult to formulate a clear vision for their organizations, as it is described as a comprehensive understanding of the future image. To reach it in the future, it is to determine the position that the organization wants to reach during the next (10-30) years and what can distinguish the organization from other organizations [14].
- **Thinking with the logic of systems:** It is described as the ability to assemble the elements instead of dividing them into parts when carrying out the process of analyzing them. This helps to understand how those elements interact with each other, forming a complete system, or as the leader’s ability to see systems in a holistic (total) way by understanding the properties, axes, patterns, and internal relationships that shape the behavior of that system [15].
- **Creativity:** Perhaps the most important characteristic of the organizations of the present time is the ability to be creative. Creativity is described as the ability to find new ideas unfamiliar in the past, which is the process in which a person tries by using his thinking and mental abilities and the surrounding various stimuli and individuals to produce something new for himself or his environment, provided that this thing is useful for the society in which he lives [16].
- **Analysis:** Going deeper into the roots of the problem and reflecting it helps to understand and solve it in the best way. Analytical thinking is the ability to identify the idea or problem, analyze it into its components, organize the information necessary for decision-making, build a standard for evaluation and draw appropriate conclusions, as described as “the methods”. The different things by which a thing can be divided into parts, these parts can be used to perceive the whole thing or other things that were not perceived before [17].

- **Strategic Relationships:** Organizations today seek to establish cooperative relationships and partnerships with each other instead of the competition method used in the past, in which there was no winner, through partnerships that represent leadership capabilities to establish strategic alliances with others in order to achieve mutual benefit [18].

3- Organizational reputation

3-1 The concept of organizational reputation

The reputation of the organization has become a primary goal that is commensurate with the needs and requirements of customers in the markets. The most important strategic role for companies is to build and maintain a good reputation for the company in the view of the various influential parties affected by its activities and a strong identity for the brand [19].

Organizational reputation is defined as the temporal accumulation of results achieved by the organization in the internal and external environment in a way that achieves loyalty and belonging by its customers. A collective is formed among a group of people towards the organization, indicating that it is the sum of the assessments, impressions, or cognitive representations of individuals in the organization [20].

The organizational reputation is seen as collective judgments that are relatively stable and for long-term periods from the customers of the organization. These judgments are based on the results of a time series that achieved outputs of value to the customers of the organization. Public recognition by the customer of his acceptance of the organization and its social goods and services [21].

A reputation is linked to many internal and external factors such as personal reputation, competitor reputation, customer reputation, industry reputation, country reputation, and other environmental factors [22].

3-2 The importance of organizational reputation

Reputation management is still a new discipline in business, and it needs a new set of competencies and capabilities, which must intersect with various traditional functions and tasks such as communication, research, training, and data modeling, according to a report by the Reputation Institute. business in this environment.

The importance of reputation is reflected in the following points: [23] [21]

- Reputation is considered as the social building that the organization obtains from its relationship with stakeholders, and that a good reputation leads to the consolidation of friendly relations with the influential parties in society.
- Helps reduce the risks that customers may bear and be of help to them, especially in the case of similar products and services. All of this will increase customer satisfaction with the organization as well as employees with their work.
- It gives additional psychological value to the products and services offered by the organization.
- The effectiveness of the advertisement and the impact of the sales force are doubled. The positive reputation has a great importance in the credibility of the organization's advertisements.

The great benefit of the organization reputation also lies in improving customer satisfaction, increasing their awareness, understanding of what the organization does and the products it offers, and their awareness of its good and sound image. Weakness and work to address it. The good reputation of the organization helps the consumer perceive the quality of the products, and allows the organization to impose increased sales and thus increases profits, retains talented employees in the organization, raises the morale of workers, which in turn is reflected in the productivity of the organization, protects the organization by reducing risks and identifying potential crises, and contributing to international expansion and the formation of strategic alliances [24].

3-3 Objectives of organizational reputation

Organizational reputation contributes to achieving a set of goals: [25] [26]

- Striving to provide goods and services that meet and anticipate the wishes of stakeholders.
- The reputation of the organization is considered an intangible asset of value that contributes to achieving returns and added value to the organization, so it must be managed in an optimal manner, which leads to maximizing the value.
- Adopting a positive image in the minds of stakeholders, ensuring the organization's survival and continuity.
- It aims at achieving high level recognition and acceptance by the community and the desired image of the organization and its goods and services.
- Increasing the return and profitability of the organization by satisfying the stakeholders and achieving loyalty between them and the organization.

- The organizational reputation is one of the hidden forces that achieve the survival and growth of organizations, by maintaining their market share and working to increase it and reach a larger number of customers.

3-4 Regulatory reputation risk

The risks that threaten the organizational reputation and affect the stakeholders are summarized by a set of points. The most important ones are: [27]

- Weak interaction between the organization and the environment.
- Failure to produce goods and services that meet the needs of customers.
- Problems in formal and legal procedures.

3-4 Dimensions of organizational reputation

The researchers differed in determining the factors affecting organizational reputation, as the appointment of individuals with outstanding talents is one of the most important factors for building a distinguished reputation for the company. By proving their success and excellence in managing the organization, there are three dimensions to measure organizational reputation (quality of goods and services, social responsibility of organizations, and mental image) [28] [29]. The social responsibility of organizations is the most important among the three dimensions which confirms that the key challenges faced by any management are that it leads its organizations towards growth and development by achieving a competitive advantage based on social responsibility [30].

3.4.1 Service quality: In the turbulent environment and the high level of competition between business organizations, whether organizations produce goods or provide services. By getting into global markets all over the world, the process of choosing a good or service has become more extensive for the customer. It called organizations to pay attention and increase its products and work on doing business that allows the organization to design products that meet or exceed the needs of customers and build operational processes that achieve high levels of performance and quality. It can be said that service quality means the degree of service meeting the needs of customers and that customer satisfaction means more perception of service quality [31].

3.4.2 Social responsibility: Social responsibility represents the philosophy of a set of practices for management officials, which have a positive impact on the quality of the organization's products, and expresses the behavior and personal values of business managers. They serve as beliefs and trends that lead them to form a base or framework for the information they carry and the adoption of the behavior they follow [32].

Social responsibility is the pledge and commitment of businessmen to continue policies to make decisions, address desired cases, and achieve goals and values for the whole of society, not only focus on maximizing profits as the only goal of the organization. That the work is a result of the moral and ethical commitment of decision makers in the management of the organization.

3.4.3 The mental image of the organization: The image of the organization: It is defined as the way in which the organization presents itself to the public, or it is the way or the means in which customers interpret all the signals coming from the organization, its products, services or communications. Organizations struggle to develop and manage their mental images for a variety of reasons which include: stimulating sales, establishing goodwill for the organization, creating identity for employees, influencing investors and financial institutions, fostering positive relationships with society, government, special interest groups and opinion leaders and others in order to achieve competitive situation [33] [34] [35] [36].

4- Practical side

4-1- Description and diagnosis of the strategic thinking variable in the research organization.

Table (1) Arithmetic mean, standard deviation, and the relative importance of measuring the dimensions of strategic thinking

	Dimensions of strategic thinking	A. mean	S. deviation	Admission level
Vision		3.5	0.61	High
1	The company has a vision of comprehensive dimensions through which it determines the direction of its future business.	3.56	0.61	high
2	The company engages employees in formulating and developing its future vision.	3.53	0.61	high
3	The company has the ability to turn its future vision into a viable reality.	3.49	0.61	Pass
4	The company decisions are consistent with its future vision.	3.42	0.61	Pass
Thinking with the logic of systems		3.5	0.73	High

1	The Company operates under a unified, cumulative, coherent and interconnected system.	3.55	0.87	high
2	The company works on studying ideas collectively rather than studying them individually.	3.53	0.84	high
3	The company has the ability to integrate all elements of the system for the purpose of analyzing them and understanding how they interact.	3.48	0.92	Pass
4	In updating information, the company balances the speed at which it is presented and the value it brings.	3.45	0.84	Pass
Creativity		3.36	0.57	Pass
1	The company encourages a culture of creativity among its employees.	3.48	0.81	Pass
2	The company believes that the promising future for organizations capable of creativity.	3.35	0.76	Pass
3	Our company seeks to provide new services that exceed the expectations of customers.	3.32	0.81	Pass
4	New ideas are introduced to change the company's services.	3.32	0.81	Pass
Analysis		3.4	.64	Pass
1	Our company believes that delving into the roots of the problem helps understand and solve it in the best way.	3.5	0.84	high
2	Every detail is considered when solving our problems.	3.44	0.76	Pass
3	The causes that lead to the occurrence of problems are identified to be treated and prevented, such as the problem of harm to health or the environment.	3.38	0.78	Pass
4	The company is keen to reach conclusions commensurate with its capabilities when studying the problems it faces.	3.37	0.78	Pass
Strategic Relationships		3.5		High
1	Our company uses its relationships with other organizations to achieve mutual benefits.	3.54	0.85	high
2	Our company believes that cooperating with others is better than competing with them.	3.55	0.86	high
3	Our company sees customers and suppliers as an integral part of it.	3.47	0.91	Pass
4	Our company has many agreements with other organizations such as health and environmental protection organizations.	3.54	0.85	high
General indicator		3.46		Pass

Through Table 1, we note that the general indicator for the dimensions of strategic thinking is that it is available in the company under study at an acceptable rate, where the arithmetic mean rate is (3.46), as the dimensions (vision, thinking in the logic of systems, and strategic relations) came with the highest agreement and the average rate was Arithmetic (3.5).

4-2- Description and diagnosis of the organizational reputation variable in the organization under study

Table (2) Arithmetic mean, standard deviation, and the relative importance of measuring the dimensions of organizational reputation

	Dimensions of organizational reputation	A. mean	S. deviation	Admission level
Service quality		3.4	0.70	Pass
1	The company work focuses on providing the best services to the beneficiaries.	3.49	0.85	Pass
2	The company has a high level of efficiency in providing service.	3.43	0.80	Pass
3	The company contributes to providing constructive ideas that improve the quality of service.	3.42	0.79	Pass
4	The company provides the necessary requirements to develop its employees and raise the level of their skills to deal with customers.	3.36	0.77	Pass
Social responsibility		3.33	0.73	Pass
1	The company takes into account the suggestions of employees and customers about its activities and services.	3.38	0.86	Pass
2	The company participates in various conferences and seminars.	3.32	0.81	Pass

3	The company has contributions to support cultural, sports and social activities.	3.32	0.81	Pass
4	The company shall refrain from doing any act that contradicts the moral values of society.	3.31	0.84	Pass
Mental image		3.4	0.66	Pass
1	The company seeks to maintain its good relations with all its beneficiaries.	3.46	0.81	Pass
2	The company is interested in the opinions and suggestions of the beneficiaries about its performance.	3.45	0.78	Pass
3	The company's dealings with all parties are transparent.	3.35	0.76	Pass
4	The company benefits from the mistakes and weaknesses of other companies.	3.34	0.78	Pass
general indicator		3.39		Pass

Through Table 2, we note that the general indicator for the dimensions of organizational reputation is that it is available in the company under study at an acceptable rate, where the arithmetic mean rate is (3.39), as the dimensions (Service quality, Mental image) came with the highest agreement and the average rate was Arithmetic (3.4).

4-3 Testing the correlation hypotheses:

Table (3) shows the results of testing the first main hypothesis represented by the correlation relationship hypothesis, as its results indicate that there is a correlation between strategic thinking and organizational reputation in Korek Telecom. The value of the correlation coefficient was (0.809) at a significant level (0.05), which was a strong positive value that indicates the strength of the relationship between the two variables to confirm what the study highlighted in its theoretical aspect. This result supports that the more the management cares about applying the dimensions of strategic thinking, the more this leads to the strengthening of its organizational reputation. Therefore, the first main hypothesis in the form of proof is accepted.

Table (3) The correlation between strategic thinking and organizational reputation

	Organizational reputation	
	0.809	
Strategic thinking	Morale level	Sample volume
	0.05	260

4-4 Testing the impact hypothesis:

The results of Table (4) show that there is a significant effect of strategic thinking on the reputation of the organization in Korek Telecom, as the total of what is explained by strategic thinking according to the value of (R²) was (65%), while (35%) of the change in organizational capacity is attributed to other factors that were not included in the regression model or that they could not be controlled. What supports this result is the value of the regression coefficient (B1) of (0.597). This indicates that when the level of strategic thinking increases by one unit, the reputation of the organizational value will increase by (0.597). It is a positive and significant increase according to the calculated (F) value that reached (46.22), which was greater than its tabular value (3.85) at two degrees of freedom (1,259) and at a statistical significance level (0.00) was less than a significant level (0.05). According to the calculated (T) value of (28.138), it is greater than its tabular value of (1.960) below the level of significance (0.05). The second is in the form of proof.

Table (4) The impact of strategic thinking on organizational reputation

Dimensions of strategic thinking	β	SE	T	(Sig.)
Vision	0.676	0.222	3.051	0.003
Thinking with the logic of systems	1.76	0.079	5.508	0.000
Strategic Relationships	1.52	0.091	4.480	0.000
correlation coefficient (R)	0.864		R²	0.746
F-Test	96.879		(Sig.)	0.000

Through the regression analysis table (4), it becomes clear that organizational reputation is fundamentally affected by the dimensions of strategic thinking. The two dimensions (Creativity, and Analysis) were excluded due to the absence of a significant relationship with organizational reputation, and the results of the analysis showed that the value of the correlation coefficient was (0.864), while the adjusted coefficient of determination was (0.746). This means that (74.6%) of the change in the reputation of the organization is due to the influence of the following independent variables (Vision, Thinking with the logic of systems, and Strategic Relationships). The other (26.4%) is due to other factors affecting the dependent variable in the reputation of the organization.

This is evidence of acceptance of the second main hypothesis of the research that "there is a statistically significant effect relationship between strategic thinking and organizational reputation".

5- Conclusions and recommendations

5-1 Conclusions:

The study revealed a number of theoretical and scientific conclusions, namely:

- The results of the analysis showed that there is a good initial indication that strategic thinking has an important role in building and strengthening the organizational reputation. The results of the correlation analysis showed that all the correlations between the dimensions of strategic thinking and organizational reputation were positive, moral, and in good and acceptable proportions.
- The results showed that the company has a high level of organizational reputation. The researchers attribute that result to the company's management having the ability to harmonize and coordinate the organization's elements and operate them in integration and interdependence to achieve the highest rates of effectiveness to reach outputs that satisfy or exceed the expectations of customers and the community.
- The results of the study showed the availability of the study variables in the organization under study, albeit in small proportions. This matter helped enrich the practical aspect and contributed to diagnosing some of its strengths and weaknesses.
- The results indicated the weak possession of the organization under study for the analytical capabilities in its field of work, necessitates it to pay attention to such a dangerous matter, especially if we know that these capabilities contribute to achieving a deep understanding of the problem and the ability to solve it.
- The results showed positive and moral influence relationships between the dimensions of strategic thinking and organizational reputation in good and acceptable proportions, as it is not possible to achieve the reputation optimally without the presence of workers branded with a creative visionary mentality capable of anticipating the future and what events will lead to in which creative fields the brilliant success is achieved.

5-2 Recommendations:

In light of the conclusions, the study reached a set of recommendations:

- Korek Telecom should be keen on attracting employees who are branded with the capabilities and skills of strategic thinking because of their importance in supporting and enhancing the reputation of the organization, through coordination with universities and prestigious scientific centers to identify their best graduates and offer them generous job offers. This is what successful organizations do today in business field.
- It is to develop an appropriate strategy for managing and consolidating the concepts of strategic thinking, highlighting their importance, programs and application, and forming a common vision for the employees' home in order to enhance the organization's reputation and achieve competitive advantages.
- All technical requirements to develop the services provided by relying on the latest technological means and constantly updating systems should be provided. Thus increasing the efficiency in providing services and products. It contributes to improving the reputation and effectively increasing the level of customer satisfaction.
- There is a need to conduct several training courses to develop these capabilities and skills and exchange experiences in all fields, such as developing the ability to find new ways to provide advanced services to customers, which enhance the mental image of the organization.
- Paying attention on the creativity variable, supporting innovators, identifying their needs, working to provide them, developing their capabilities, and providing the appropriate climate for creativity and innovation, as they are the main pillar in achieving the effectiveness of the organization and enhancing its position among competitors.

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