The impact of digital leadership in the effectiveness of organizational crisis management by mediating strategic vigilance

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Abstract

The current research aims to verify the impact of digital leadership as an independent variable, in the effectiveness of crisis management as a response variable through centralizing strategic vigilance in the faculties of the University of Baghdad and its departments, and to investigate the level of interest of its leaders and subordinates in research variables, as well as coming up with recommendations that contribute to strengthening the practices of the three variables. In the university under study, and based on the researcher's interest to diagnose the influence relationship between the variables, because of their importance in the university's headquarters and its members on the one hand, and its reflection on society on the other hand, the descriptive exploratory approach was adopted in completing the chapters and sections of the current research, as the research community included university colleges Baghdad, consisting of (24) colleges, the researcher targeted a sample of (160) views that included(Dean, Associate Dean, Head of Department)By adopting the questionnaire that included (57) paragraphs, personal interviews, and field inspection to enhance the practical aspect, while the researcher used statistical programs.

Keywords: Digital leadership,   Effectiveness of Crisis Management, Strategic vigilance

Introduction:

It has become known to everyone that technology has become almost a nerve or backbone for all organizations, whether it is profit or service, and that technological development in the field of engineering, computer technologies, social communication, and the virtual world. In addition, these sites became linked to different human lifestyles and could not be dispensed with in the normal and organized daily life as well as the state. Most transactions are now linked digitally, which called for the need to understand this rapidly and rapidly developing digital world. And how to control it and how to influence it, and this called for attention to the digital leadership aspect, so the leadership gradually shifted from its traditional philosophy to digital philosophy and or turned to digital leadership, and that digital leadership used leadership, innovation and insight in digital technology, and since the world now lives in The Environment (Vuca) and this environment is always prone to crises, organizational turmoil and transformation, which made it necessary to follow strategies to confront this environment and manage crises with high effectiveness, and this requires digital leaders to do so, and it became necessary for digital leaders to define the main rules from which they appear or define the main rules from which they proceed, taking into account the digital complexity and how to drive by technology according to the digital vision that the digital leader believes in. Al-Suhail, 2019 indicates that digital transformation is a continuous and long-term process of rapid and disruptive development in society, markets and business, and that reliance on digital leadership in developing Commercial strategies and their structure has led to the development of new services to meet customer expectations. As well as the study by Mhawee, 2016, reached concerning to the effectiveness of organizational crisis management, mentioned that there should be interest in choosing the staff, especially in terms of subjecting the applicant to many tests, the ministry's constant focus on evaluating policies, programs and staff for their performance and diagnosing strengths and weaknesses, the existence of a communication system and the flow of work for information that works on storing and disseminating information when crises occur, which gave the Ministry the advantage of an absorbing problem, with concerning to strategic vigilance, the study (Dhari, 2019), which was titled "The Impact of Strategic Vigilance on University Performance", the study concluded that the administration of the University of Anbar Great interest in developing its skills through the development opportunities available to her and the continuous training of all its staff. There is an effect of competitive vigilance on the quality level of university performance, a positive impact through the results that were deduced through hypotheses at the level of the simple test, and this is concerning to the previous references that dealt with the study vocabulary.

Main Section: Study Methodology
First // the search problem
The problem of field research emerged from the lack of understanding of the digital aspect of leadership and its role in effectively confronting organizational crises. Organizational crises mediated by strategic vigilance.

Second// the importance of research

This study is of great importance to the community or the studied sample (University of Baghdad) because of its effective role in understanding and clarifying the role of digital leadership in the effectiveness of organizational crisis management and through

A- Overcoming the obstacles of illiteracy or lack of digital knowledge when adopting strategies to solve the current crises in the world of digital transformation

b- Informing the studied community of the importance of digital leadership and strategic vigilance and their effectiveness in facing the crises of the twenty-first century

Third// research objectives

The most important objectives of the research can be determined through the following.

1) To identify the extent of the impact of digital leadership on the effectiveness of crisis management by mediating strategic vigilance at the University of Baghdad

2) Identifying the level of adoption of digital leadership in its dimensions in light of the response of the sample from the deans and heads of college departments

3) To identify the level of effectiveness of crisis management in the light of the sample answers from the deans and heads of college departments

4) Exploring the mediating role of strategic vigilance in the impact of digital leadership in colleges and departments on the effectiveness of crisis management

Fourth// Research hypotheses

The hypothesis is a guess that the researcher deduces and reaches it intelligently and sticks to it for a temporary period, until it is proven by scientific methods and methods. Hence, it serves as an initial solution to the research problem. And stemming from the previous studies, and based on the research problem and within the framework of its hypothetical scheme, the main and subsidiary hypotheses of the research were formulated as follows:

❖ The first main hypothesis H1: Digital leadership is linked with the effectiveness of crisis management and its dimensions, positively, morally, and completely.

❖ The second main hypothesis H2: The relationship of digital leadership with strategic vigilance and its dimensions is positively, morally, and positively correlated.

❖ The third main hypothesis H3: Strategic vigilance is linked with the effectiveness of crisis management and its dimensions, positively, morally, and completely.

❖ The fourth main hypothesis H4: There is a significant and statistically significant effect of digital leadership on the effectiveness of crisis management

❖ The fifth main hypothesis H5: There is a significant effect of statistical significance on digital leadership in strategic vigilance

❖ The sixth main hypothesis H6: There is a significant and statistically significant effect of strategic vigilance on the effectiveness of crisis management

❖ The seventh main hypothesis H7: The effect of digital leadership on the effectiveness of crisis management is magnified by the mediation of strategic vigilance
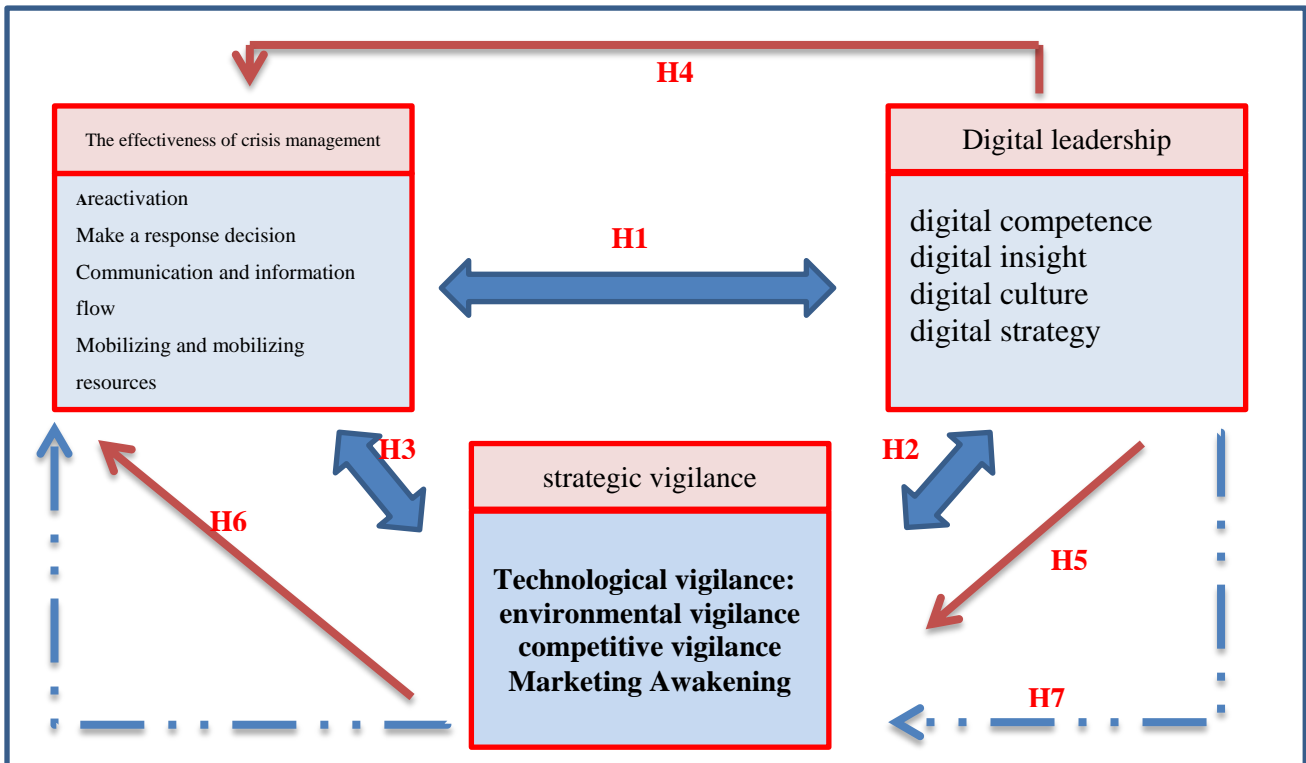
Fifth: // the default scheme of the search

Figure No. (1) The hypothetical chart represents the relationship between numerical variables - the effectiveness of crisis management - strategic vigilance.

Sixth // Research community and sample

a) Research community:

The University of Al-Bahith University of Baghdad is one of the reputable universities, the appropriate practice for practical use. And it is a public institution, and it works in the economic, social, and environmental fields, the closest to the title of the research. Faculty, department head and associate dean), and the researcher inferred the community through a comprehensive and accurate inventory, the respondents' community, and questionnaires with the data in the planning department at the university

b) research sample:

Jasmat appointed the research from the community, and a phase of the community, and it bears the common features of the community, and that this part of the community dispenses with the study of the community for the sake of education, in which the number of (160) individuals from the studied community was chosen.

First Sub-section : The theoretical side of the study
A: Digital Leadership
1- Digital Leadership Concept

Digital leadership is the process of the leader being influenced by the Follow-up using information and communication technology, and digital leadership is also defined as the leader's application of information technology and modern technology in the administrative process to improve administrative work and achieve the goals of the institution (Al-Sayed, 2008: 766)on (Al-Dajani, 2019: 64), and it was defined by (Al-Taie, Al-Haidrawi, 2020, 23) on (Boune four, 2016, 134)that digital leadership is one of the concepts that clarified the role of leadership, and it was necessary to distinguish between two categories of leadership with one different relationship, which is how to influence the followers using digital technology and modern means of communication .

2- Dimensions of digital leadership

- ### Digital competence:

The Internet and digitization have become an integral part of life. The concept of digital efficiency is a relatively recent concept that is represented by several synonyms used, and the term efficiency has become more used because efficiency is broader and deeper than other concepts. Digital skills also include other aspects, including social and emotional use of digital devices (Joefel, 2013: 59) Digital competence consists of the ability to access digital media and information and communication technology to understand the different aspects of digital media contents as well as the ability to communicate effectively in a variety of contexts Digital competence is defined as the ability to reformulate knowledge to produce information to express oneself creatively and appropriately in a digital environment.[1]

- ### digital insight

A person is described as having insight or vision when he has the ability to see beyond the horizon or into the future, where he has intuition and can be defined as the process of displaying a general picture of the place and location you want to be in at a specific time in the future. Insight helps to identify and provide a comprehensive principle for all details received or matters that will happen later, and vision is considered one of the most important ways that opportunities arise in a complex environment of uncertainty, and insight has become the new way for organizations to work in a world characterized by ambiguity and acceleration in decision-making. Because of the speed with which technology is developing, this will achieve excellence for the organization, and the organization that makes digital insight its goal will get a high competitive advantage (Al-Suhail, 2019: 57)

- ### digital culture

Since the world is a digital transformation in general, this must affect the social, organizational and individual scene, which called for the need to form a digital culture, the focus of attention and priorities for institutions and organizations in all societies in order to spread digital awareness and how to optimally use it, and the widespread use of technology has contributed To find new methods and different patterns of dealing away from the traditional methods and it

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[1] https://hekmah.org/

has come to be called digital culture, in addition to that, he pointed out (Knox,2014:165) to the emergence of a new type of organizations called digital or electronic organizations that are not linked to any geographical location, and this means that electronic digital organizations can communicate with customers, suppliers and competitors, as well as distribute their products, ideas and services electronically.

- **digital strategy**

It has become necessary for organizations to excel in the digital field and to have digital strategies that enable them to confront the current environment and develop strategies that combine digital information and tangible resources, and digital design is often studied as part of comprehensive business strategies. Companies that transition to digitization depend on strategies more than technology, meaning that digital transformation is related to digital strategies more than digitization. For current business activity or focus on enabling new digital capabilities in its business, digital strategies can be formulated and implemented through various methods, often including form and formulation on how the process and the organization define its vision and goals.

B: the effectiveness of organizational crisis management

1- The concept of effective organizational crisis management

The concept of crisis management refers to how to overcome the crisis and get out of it with the least losses and curb its power by using scientific methods and administrative methods by moving away from its negatives and taking advantage of the positives. Coordination The specialists worked in a way that ensured the smooth running of the work. He defined it (Al-Sudani, 2016: 70) that crisis management refers to managing the crisis in real time and managing the crisis before and after, and (Muzaffar, 2016: 89) indicated a systematic, systematic attempt to avoid the crisis in the organization Or management events caused by the crisis.

2- dimensions of effectiveness Management the crisis

- **A-take resolution response**

The word "final decision" means the specific will of the decision maker about what a decision must be taken for him and what not to do to reach a specific situation and to a specific and definite final result. Overlapping in the crisis, the decision process is not related to the material factors affecting and affected by the crisis that can be measured and expressed, because it differs from the administrative decision. Based on the differentiation and preference among several decisions (alternatives) (Al-Sarifi, 2008: 12) As for the crisis management decision, it is broader than that because it deals with uncalculated and expected or previously calculated conditions. respond to him

- **B. Telecommunications And the flow the information**

The management of any crisis needs a full amount of information and communication to reduce the repercussions of the crisis, therefore it is necessary to provide a structure and a communication system within the organization that enjoys flow, accuracy and speed, and this allows the flow of information between the levels of the organization and parts of its organizational structure (Al-Khudairi, 2003: 250). And he knew her (Al-Sudani, 2016: 93) a process through which he hopes to exchange meanings between individuals through a common system of

symbols, and that with the advent of the third millennium organizations focuses on communication processes and their development due to their large and effective role in crisis management. The speed and flow of information and communication limit the effects of the crisis in order to find quick solutions through communication between the parts of the organization and interconnection with each other Sources

- ## C. crowd And fill Resources

What is meant by resource mobilization is all the material, information and human resources available in the organization, so they must all be mobilized to face the crisis, and the mobilization is meant by force, i.e. facing the crisis with all the resources the organization possesses, and (Al-Rubaie, 2018: 31) indicated that strength includes multiple elements, some of which are It is related to the security in which the crisis occurred, and the important aspect is what the crisis leader can mobilize and mobilize financially and morally to resist the crisis. Hence, strength is the product of an interaction between the place and time in which the crisis occurred, and what can be found and mobilized from resources and capabilities human experiences, technologies and information in dealing with the crisis ,on the other hand, and (Abdul Rahman, 2008: 92) and(Abu Fara, 2009:169) and(Assistance, 2012: 51) indicated The mobilization and mobilization of resources is the key to the crisis, as each individual is an expert in their own crisis handling process, and individuals may choose tools and techniques to use crisis management, and their reactions will enhance the strengths in facing the crisis. as well (Said, 2012: 105)The mobilization is planned as an organized and continuous currency and the organization of the effective use of the available resources to deal with crises

- ## Recovery Activity

Include The stage after the damage is contained and the implementation of short and long-term programs Preparation and implement Programs ready and tested I tested Really ,Include Recovery Activity and try Recovery morale the missing, and usually What afflicts a team the work something from Enthusiasm overload and togetherness and coherence at Confrontation danger determinant, If short-term goals help to secure the minimum possible return of activity to its normal state, while long-term plans extend for periods according to the degrees of impact of the crisis and the recovery of activity And he indicated that(Hello, 59:2002)help plans short term on insurance limit lowest possible from re Activity to me posture natural As for plans long term stretched for periods on according to grades Effect the crisis and restore Activity, And by on procedures related with issues a task(what That Activities and tasks the basic Which should on the organization its performance to serve friends interests),As well as on construction sites alternative like that required for operations PC and save files and data Should on organizations Recovery Activity, and desire take care on re balance ,and knowledge what should achieve it at Stage re Activity ,and capacity on completion events and restore Activity at inside the organization(apparent, 140:2009),Include stage Preparation and implement Programs ready and tested(short term or long term)Include Recovery Activity from many aspects ,Of which Attempt Recovery morale the missing and usually What afflicts community Which Working at This is amazing stage something from Enthusiasm overload, so join hands community and hold together at Confrontation Danger specific(golden, 218:2001)

C: Strategic vigilance

1- The concept of strategic vigilance

The individual's attitude towards information has evolved with the development of his needs. The emergence of strategic vigilance resulted from research in strategic management that focuses on the proactive information that organizations obtain from their surrounding environment. Therefore, writers and researchers have multiple views on the concept of strategic vigilance. The process of observation and analysis of the environment and helps in the dissemination, processing and selection of information for use in making strategic and practical decisions that are organized to sense weak signals, it differs from espionage because it is practiced legally and in an ethical manner. (Lesca, 1997: 1) Anongoing collective process which It is done by a group of people ,Ms TServantse so Expected in formation to for changes and events Which Obtainin the environment surroundings for organization to job creation and to reduce risk and condition lack of Tconvinced picture public Hthrough early warning.(Ahmad,2010: 45) is the operations to forecast, observe and analyzea environmenty After publishing the information specified and selected accurately and treatment that help with Decision making The strategy for the organization And The long-term. And the information may be the same nature:(technology, Legal, Competitive, and Commercial)

2- Dimensions of strategic vigilance

- **Technological vigilance:**

Prepare Francois Jakobiak One of the most prominent book in the field of technological vigilance, which he defined as represented in the two processes of observation and analysis of current and future technical, technological and scientific developments to identify opportunities in the organization's surroundings, take advantage of them and risks and work to confront them (Belhaj,2017:7).technological vigilance(Vigilance Technology)

Technological vigilance is a media process that directs the decision-making process in technological innovation, and accordingly, the effectiveness of decision-making depends on the decision-maker's ability to take good information at the right time.– About important technical and information (economic and social) or business events–This is because it involves an opportunity or a threat and also works to increase competitiveness in the markets through a better understanding of the organization's competitive environment (Qassem and Ibrahim, 2018, 164)

- **competitive vigilance:**

The activity through which the organization learns about its current and potential competitors and is also concerned with the environment in which the competing organization develops (Omar and Lamin,2017:5), as it concentrates monitoring on products competitors and on Techniques Connection and sales and strategies their business, which are related to connection closely calibration and comparison between several points With competitors Affolter,2014: 8)).

Competitive vigilance is the activity through which the organization learns about its current and potential competitors, and it is also concerned with the environment in which the competing organization is developing, and this is by collecting information from industry analysis and competition analysis, then analyzing and extracting the results to be used in making appropriate decisions (Murad, 2010: 133). Using the analysis of potential competitors as an important

input for predicting future conditions in the industry. It can be summarized by knowing the potential steps of each competitor and its ability to change

• <u>marketing vigilance</u>

take care of Basic Searching for information related to customers and suppliers and invested from Through Techniques sale and buy different , and management the quality , Studying values and getting to know their tastes and needs. According to B Martinet And JM Ribaultthen command Regard following has evolved needs customers on Term short, as well as interest with their problems being the source for their needs futuristic watch and consolidation Relationship between customers and business Command Important at profitability ((Lahlou,2011:25 .).

• <u>Environmental vigilance:</u>

It includes all other types of vigilance in the surrounding social, legal and geopolitical environment and has significant and important effects on the activity and sustainability of organizations. It is known as (peripheral or comprehensive), which is concerned with observing and monitoring economic, legal, cultural and demographic developments in a way that makes them affect the activities of the organization and that its application is one of the difficult tasks of the organization.–Economic–Social–cultural) and (values, beliefs, and rules of behavior), which guide the behavior of individuals and society and work to determine what is (true)–wrong) and what is (acceptable–Unacceptable) for behavior. It is considered as the criterion followed in evaluating an individual's behavior and the behavior of others, as it is often successful, enabling it to achieve its goals that it aspires to (Al-Saffar, 29: 2017),

After reviewing the variables and dimensions of the research, the researcher concluded the hypothetical scheme, which represents Relationship between variables (digital driving–Effectiveness of crisis management–strategic vigilance

Second Sub-section: **The scientific side of the study**

First Sub-sub-section// **Statistical description results**

<u>A//Digital driving diagnosis and its dimensions</u>

The digital leadership variable was measured through four dimensions (digital efficiency, digital insight, digital culture, digital strategies), and Table No. (15) indicates the arithmetic means and standard deviations from the point of view of the studied sample in the digital leadership variable of the University of Baghdad, which reflects the arithmetic mean of the degree The totality of the adult digital leadership variable (3.667(with a standard deviation of)130.), and that the degree of importance for it reached (high), which indicates that digital leadership is of high importance for the university, in addition to the standard deviation indicator, as it was of little dispersion, which indicates a high agreement of the results.

It came after digital culture in the first place in the middle of my account (3.755) and with a standard deviation (209.) and high relative importance, followed by the dimension of digital insight with an arithmetic mean)3.687) and with a standard deviation (231.) With a high relative importance, and thirdly it came after digital strategies with an arithmetic mean (3.672) and with a standard deviation (192.) With a high relative importance, and finally it came after numerical

efficiency with an arithmetic mean (3.554) and with a standard deviation (164.) with a high relative importance.

appreciation of importance	standard deviations	Arithmetic averages	Paragraphs	the number
**Table (1) Arithmetic averages and standard deviations The digital leadership variable and its dimensions**
High	.164	3.554	digital competence	1
High	.231	3.687	digital insight	2
High	.209	3.755	digital culture	3
High	.192	3.672	digital strategies	4
High	.130	3.667	**Digital leadership**	

B // Diagnosing the effectiveness of organizational crisis management and its dimensions

The variable of effectiveness of organizational crisis management was measured through four dimensions: (activity recovery, response decision making, communication and information flow, preparation and mobilization of resources), and Table No. (16) indicates the arithmetic means and standard deviations from the viewpoint of the studied sample in the organizational crisis management effectiveness variable. For the University of Baghdad, the arithmetic mean of the total degree of the organizational crisis management effectiveness variable reflects (3.520(with a standard deviation of)123.), and that the degree of importance for it reached (high), which indicates that the effectiveness of organizational crisis management is of high importance to the university, in addition to the standard deviation index, if it was of little dispersion, which indicates a high agreement of the results.

After making the decision to respond, it came first in the middle of my account (3.702) and with a standard deviation (198.) and high relative importance, followed by the dimension of communication and information flow with arithmetic mean)3.643) and with a standard deviation (307.) With high relative importance, and thirdly, it came after preparing and mobilizing resources with an arithmetic mean.3.409) and with a standard deviation (168.) with moderate relative importance, and finally came after the recovery of activity with an arithmetic mean (3.325) and with a standard deviation (215.) and of moderate relative importance.

appreciation of importance	standard deviations	Arithmetic averages	Paragraphs	the number
**Table (2) Arithmetic averages and standard deviations The variable has the effectiveness of organizational crisis management and its dimensions**
Moderate	.215	3.325	**Recovery**	1
High	.198	3.702	**Make a response decision**	2
High	.307	3.643	**Communication and information flow**	3
Moderate	.168	3.409	**Creating and mobilizing resources**	4
High	123.	3.520	**Effectiveness of organizational crisis management**	

C // Diagnosing strategic vigilance and its dimensions

     The strategic vigilance variable was measured through four dimensions (technological vigilance, competitive vigilance, environmental vigilance, marketing vigilance), and table No. (17) indicates the arithmetic means and standard deviations from the viewpoint of the studied sample in the strategic vigilance variable of the University of Baghdad, which reflects the arithmetic mean of the degree The totality of the adult strategic vigilance variable (3.523(with a standard deviation of)135.), and that the degree of importance for it reached (high), which indicates that strategic vigilance is of high importance for the university, in addition to the standard deviation index, as it was of little dispersion, which indicates a high agreement of the results.

     It came after marketing vigilance in the first place in the middle of my account (3,658) and with a standard deviation (320.) and high relative importance, then followed by the dimension of environmental vigilance with an arithmetic mean)3,644) and with a standard deviation (203.) With a high relative importance, and thirdly, it came after the technological awakening with an arithmetic mean (3.556) and with a standard deviation (224.) With a high relative importance, and finally it came after competitive vigilance with an arithmetic mean (3.234) and with a standard deviation (320.) and moderate relative importance.

appreciation of importance	standard deviations	Arithmetic averages	Paragraphs	the number
**Table (3) Arithmetic averages and standard deviations The variable has strategic vigilance and its dimensions**
High	.224	3.556	Technology vigilance	1
Moderate	.311	3.234	competitive vigilance	2
High	.203	3,644	environmental vigilance	3
High	.320	3,658	marketing vigilance	4
High	135.	3.523	strategic vigilance	

Second Sub-sub-section// Hypothesis Verification

A// The relationship of digital leadership to the effectiveness of crisis management

Effectiveness of organizational crisis management		
**Table (4) the correlation matrix between digital leadership and the effectiveness of organizational crisis management**
.055	digital competence	digital leadership
.110	digital insight	
.164*	digital culture	
.027	digital strategies	
.142	digital leadership	
* The correlation is significant at the significance level (0.05).
** The correlation is significant at the level of significance (0.01).

From the results of the above results, it is clear that the first main hypothesis that was raised by "the types of digital cars with the effectiveness of crisis management and its dimensions is positive, direct and significant," and this indicates a correlation coefficient for the digital brand and the variable the effectiveness of crisis management (142), which is the absence of the number of digital leadership correlation The variable is the effectiveness of crisis management.

B// The relationship of digital leadership to strategic vigilance

Table (5) the correlation matrix between digital leadership and strategic vigilance

strategic vigilance		digital leadership
.076	digital competence	
.293**	digital insight	
.233**	digital culture	
.360**	digital strategies	
.380**	digital leadership	
* The correlation is significant at the significance level (0.05).		
** The correlation is significant at the level of significance (0.01).		

Through the above results, it is clear that the second main hypothesis that they explored is accepted, "Digital leadership is associated with strategic vigilance and its dimensions in a positive, positive direct proportion." This is what is illustrated by the Pearson correlation coefficient for the relationship between the variable digital leadership and the variable strategic vigilance (.380**) at the level of significance (0.01).), which is a significant and positive correlation in the sense that the increase in the variable digital leadership is offset by an increase in the same direction in the variable strategic vigilance.

C// The relationship of strategic vigilance to the effectiveness of organizational crisis management

Table (6) the correlation matrix between strategic vigilance and the effectiveness of organizational crisis management

effectiveness of organizational crisis management		Strategist vigilance
-.018	Technology vigilance	
.331**	competitive vigilance	
.581**	environmental vigilance	
.511**	marketing vigilance	
.703**	strategic vigilance	
* The correlation is significant at the significance level (0.05).		
** The correlation is significant at the level of significance (0.01).		

Among the results of the above results, it is clear that the third main hypothesis that they discussed is "the varieties of strategic vigilance with the effectiveness of crisis management and its dimensions." This is illustrated by Pearson's coefficient of the relationship between the variable strategic vigilance and the variable the effectiveness of crisis management (.703 **) at the level of significance (0.01), which is a significant correlation , message, message, message, and prefix in the variable Effective, message, message, preceding, preceding, preceding, preceding, prefix, message, message, message, message.

D// The relationship of the impact of digital leadership on the effectiveness of organizational crisis management

<table>
<tr><th colspan="7">Table (7) The impact matrix of digital leadership and the effectiveness of organizational crisis management</th></tr>
<tr><td rowspan="2">digital leadership</td><td colspan="4">Dimensions of digital leadership</td><td rowspan="2"></td><td rowspan="6"></td></tr>
<tr><td>digital strategies</td><td>digital culture</td><td>digital insight</td><td>digital competence</td></tr>
<tr><td>0.020</td><td>.001</td><td>.027</td><td>.012</td><td>.003</td><td>R Square</td></tr>
<tr><td>3.245</td><td>.115</td><td>4.379</td><td>1.922</td><td>.478</td><td>F value</td></tr>
<tr><td>.074</td><td>.734</td><td>.038</td><td>.168</td><td>.491</td><td>morale P</td></tr>
<tr><td>.142</td><td>.027</td><td>.164</td><td>.110</td><td>.055</td><td>value β</td></tr>
</table>

(effectiveness of organizational crisis management)

It is clear from the table classified in the classification of the third classifier in the graph, explain the amount of (0.020) of the variance in the effectiveness of crisis management, and that the amount of (0.980) is the indicator of digital trading in the variable, the effectiveness of digital trading in digital numbers, different numbers and functions appear, and digital numbers appear The fourth they cleared."

E// The relationship of influence digital leadership in strategic vigilance

<table>
<tr><th colspan="7">Table (8) Impact Matrix Digital Leadership and Strategic Vigilance</th></tr>
<tr><td rowspan="2">digital leadership</td><td colspan="4">Dimensions of digital leadership</td><td rowspan="2"></td><td rowspan="6"></td></tr>
<tr><td>digital strategies</td><td>digital culture</td><td>digital insight</td><td>digital competence</td></tr>
<tr><td>.145</td><td>.129</td><td>.054</td><td>.086</td><td>.006</td><td>R Square</td></tr>
<tr><td>26.696</td><td>23.457</td><td>9.066</td><td>14.804</td><td>.921</td><td>F value</td></tr>
<tr><td>.000</td><td>.000</td><td>.003</td><td>.000</td><td>.339</td><td>morale P</td></tr>
<tr><td>.380</td><td>.360</td><td>.233</td><td>.293</td><td>.076</td><td>value β</td></tr>
</table>

(strategic vigilance)

It is clear from the above table that the digital leadership variable explained an amount of (0.145) of the variance in strategic vigilance, and that its amount (0.955) is a variance that is not explained by other factors that did not enter the regression model, and that the test is significant at the level of significance (0.01), meaning There is an effect of the digital leadership variable on the strategic vigilance variable, and it indicates that the regression curve describes the relationship between them, and the above results show the acceptance of the fifth main hypothesis that they explored "there is a significant and statistically significant effect of digital leadership in strategic vigilance."

F// The relationship of the impact of strategic vigilance on the effectiveness of organizational crisis management

Table (9) of the impact matrix, strategic vigilance, and the effectiveness of organizational crisis management						
strategic vigilance	**Dimensions strategic vigilance**					
	marketing vigilance	**environmental vigilance**	**competitive vigilance**	**Technological vigilance**		
.494	.261	.337	.110	.000	**R Square**	effectiveness of organizational crisis management
154.150	55.857	80.391	19.469	.049	**F value**	
.000	.000	.000	.000	.825	**morale P**	
.703	.511	.581	.331	-.018	**value β**	

It is clear from the above table that the variable strategic vigilance explained the amount of (0.494) of the variance in the effectiveness of organizational crisis management, and that the amount of (0.506) is a variance that is not explained by other factors that did not enter the regression model, and that the test is significant at the level of significance (0.01) In the sense that there is an effect of the strategic vigilance variable on the variable the effectiveness of organizational crisis management, and it indicates that the regression curve describes the relationship between them, and the above results show the acceptance of the sixth main hypothesis that they explored "there is a significant and statistically significant effect of strategic vigilance in the effectiveness of organizational crisis management."

G// The direct and indirect impact of digital leadership on the effectiveness of crisis management by mediating strategic vigilance

regression paths			regression parameter	standard error	parameter morale	parameter morale
strategic vigilance	<---	digital insight	.090	.051	1.767	.077
strategic vigilance	<---	digital culture	.160	.051	3.133	.002
strategic vigilance	<---	digital strategies	.224	.055	4.100	***
strategic vigilance	<---	digital competence	-.066	.071	-.933	.351
effectiveness of crisis management	<---	digital competence	.008	.048	.166	.868
effectiveness of crisis management	<---	digital insight	-.019	.035	-.546	.585
effectiveness of crisis management	<---	digital strategies	-.163	.039	-4.150	***
effectiveness of crisis management	<---	strategic vigilance	.738	.054	13.637	***
effectiveness of crisis management	<---	digital culture	-.021	.036	-.590	.555
strategic vigilance	<---	digital competence	.063	.065	.963	.336
effectiveness of crisis management	<---	digital competence	.001	.043	.025	.980
effectiveness of crisis management	<---	strategic vigilance	.639	.051	12.417	***

Table No. (10) The direct and indirect impact of digital leadership on the effectiveness of crisis management by mediating strategic vigilance

It is clear from the above table that digital insight and digital competence do not directly affect strategic vigilance as well as the effectiveness of organizational crisis management, while digital culture and digital strategies directly affect strategic vigilance, and that digital culture does not directly affect the effectiveness of organizational crisis management while The digital strategies directly affect the effectiveness of organizational crisis management. As for the mediating role of strategic vigilance between digital leadership and the effectiveness of organizational crisis management, it has been achieved as the value of the regression parameter β was (0.738) and with significance (0.000), which indicates the acceptance of the seventh main hypothesis of substance "The impact of digital leadership on the effectiveness of crisis management is magnified by

mediating strategic vigilance" and that digital efficiency does not directly affect strategic vigilance as well as the effectiveness of organizational crisis management. As for the mediating role of strategic vigilance between digital efficiency and the effectiveness of organizational crisis management, it has been achieved as the value of The regression β was (0.639) and significantly (0.000), which indicates the acceptance of the sub-hypothes is First of the seventh main hypothesis of the content "The effect of digital efficiency on the effectiveness of crisis management is magnified by the mediation of strategic vigilance."
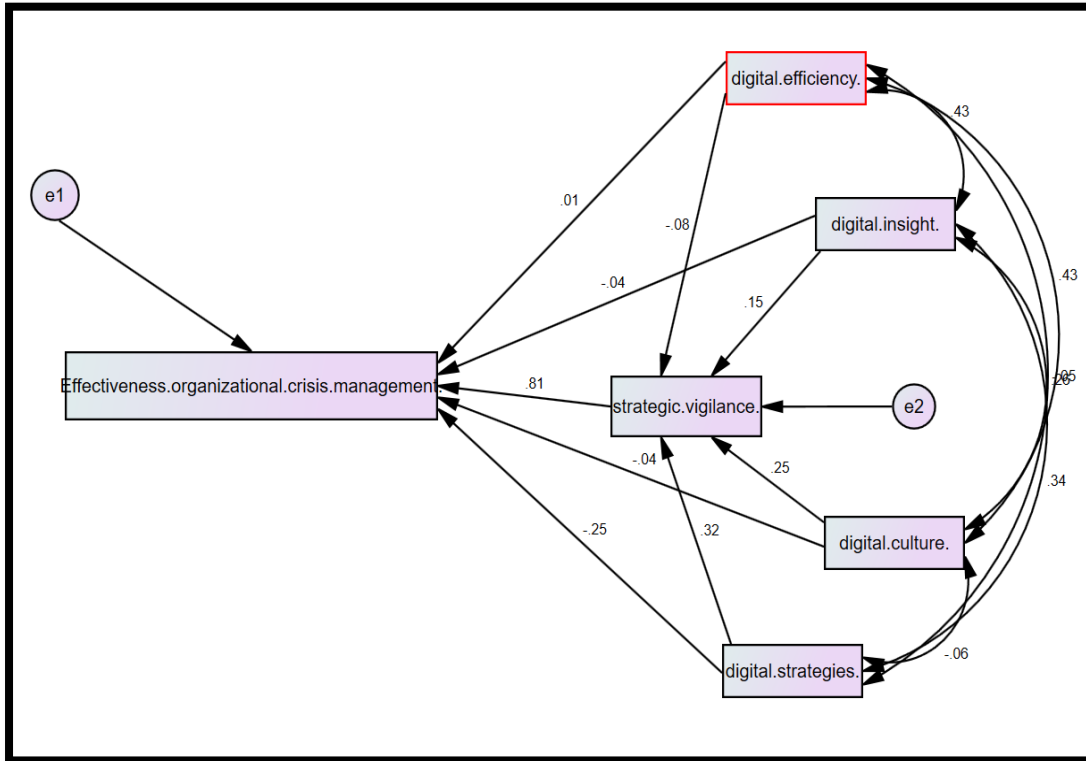
Figure (2) Paths of direct and indirect influence of the dimensions of digital leadership in the effectiveness of organizational crisis management through the mediation of strategic vigilance:

Conclusions

It is clear that a very large group of senior college leaders in the university have 16-30 years of service, i.e. they have experience and know-how in the management of the college. Standards of digital leadership, the effectiveness of organizational crisis management, and strategic vigilance are of great importance, which means that members of a sample of senior management leaders agree on the importance of these concepts in an academic institution. It was found that digital insight came in with the highest averageArithmetic among the dimensions of the study for all variables. Through the results of the variable measures, all study variables (digital leadership, organizational crisis management effectiveness, and strategic vigilance) were of high importance, and it was found that competitive vigilance of medium importance in the academic institution is the least valuable among all dimensions of the study variables. The academic institution suffers from a weakness in identifying the needs of the different sites that were affected by the organizational crisis, while providing the necessary materials to restore activity,

and there is flexibility in transferring resources between the college departments according to the new situation, in addition to the weakness of the college administration in its services through benchmarking, which requires reconsideration.

Recommendations

Reconsidering giving an opportunity for age groups under the age of forty to assume the highest leadership in universities because of their capabilities, aspirations and young visions that work on updating ideas rapidly. Increased interest in the concepts of digital leadership, the effectiveness of organizational crisis management, and the strategic vigilance of its significance in the educational institution. Holding workshops and seminars on the importance of study concepts and addressing the problem of displaying and transferring materials and resources necessary for the weakness of the academic institution. Awareness of the importance of the interdependence of the concepts of digital leadership and its dimensions and its relationship to the effectiveness of organizational crisis management in universities.

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تأثير القيادة الرقمية في فاعلية إدارة الازمات التنظيمية بتوسيط اليقظة الإستراتيجية

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مستخلص البحث:

يهدف البحث الحالي الى التحقق من تأثير القيادة الرقمية متغيراً مستقلاً ، في فاعلية ادارة الازمات متغيراً مستجيباً من خلال توسيط اليقظة الاستراتيجية ، في كليات جامعة بغداد، واقسامها ، وتشخيص مستوى اهتمام قياداتها ومرؤوسيها بمتغيرات البحث فضلاً عن الخروج بتوصيات تسهم في تعزيز ممارسات المتغيرات الثلاث في الجامعة قيد البحث ، وانطلاقا من حرص الباحث على تشخيص علاقة التأثير بين المتغيرات ، لما لها من اهمية في مقر الجامعة وافرادها من جهة ، وانعكاسه على المجتمع من جهة اخرى ، اعُتمد المنهج الوصفي الاستطلاعي في انجاز فصول ومباحث البحث الحالي اذ شمل مجتمع البحث كليات جامعة بغداد المكون من (24) كلية ، استهدف الباحث عينة   (160) مشاهدة تضمنت (عميد ,معاون عميد ,رئيس قسم) ، باعتماد الاستبانة المتضمنة (57) فقرة ، والمقابلات الشخصية ، والمعاينة الميدانية لتعزيز الجانب العملي ، فيما استعمل الباحث البرامج الاحصائية

نوع البحث: ورقة بحثية

المصطلحات الرئيسة للبحث: القيادة الرقمية ، فاعلية ادارة الازمات، اليقظة الاستراتيجية

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