



Available online at <http://jeasiq.uobaghdad.edu.iq>  
DOI: <https://doi.org/10.33095/ckz18d48>

## The Influence of Organizational Ideology on Organizational Reputation - Analytical Research in the Ministry of Education

Ahmed Quinn Dawood Shaheen\*

Department of Public Administration  
College of Administration and Economics  
University of Baghdad - Iraq  
[ahmed.kawen1104a@coadec.uobaghdad.edu.iq](mailto:ahmed.kawen1104a@coadec.uobaghdad.edu.iq)

\*Corresponding author

Ali Hassoun Al-Taie

Department of Public Administration  
College of Administration and Economics  
University of Baghdad – Iraq  
[alialtaee1777@gmail.com](mailto:alialtaee1777@gmail.com)

Received: 29/7/2023 Accepted: 24/9/2023 Published Online First: 30 /6/ 2024



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

### Abstract:

The current research aims, through the variables it includes, to test the effectual relationship of organizational ideology on organizational reputation, Provide clarifications about the research variables and identify them more accurately and in detail, within the intellectual, philosophical and applied framework, and build a realistic, simplified and acceptable model, linking the variables and dimensions of the research, consistent with and simulating the reality of the work environment of the researched organization, the research problem represented the challenges that organizations face, These challenges created a problem regarding the ideology of organizations in terms of commitment, organizational loyalty, and conformity of values, This problem was reflected in the level of the organization's reputation, The researchers took the Ministry of Education as an organization to apply the study to, and the adoption of an intentional sample represented by department managers. Their number reached (112) managers, and the number of valid questionnaires for testing was (109), and the adoption of the questionnaire tool for measurement, and the adopted the statistical methods, which were represented by examining and testing the study measurement tool, descriptive analysis and data iterations, and test the effect between research variables, The most important results have been shown the existence of a positive and direct correlation and influence relationship between the research variables in its study of the reality of the environment of the researched organization, it explains that there is a relationship between organizational ideology in achieving a good organizational reputation for the researched organization.

**Paper type:** Research paper.

**Keywords:** Organizational Ideology, Organizational Reputation.

## **1.Introduction:**

International local and Iraqi Organizations have witnessed several Economic, Social, Health and Technological challenges...etc., In addition to the challenges of changing and fluctuating the Economy, Economic crises, and the rise in prices after the peak of the Covid 19. All these challenges and so on, Iraqi Organizations were not isolated from being affected by it, Especially Educational Organizations, which are required to adapt to the challenges mentioned above, to provide an Education service compatible with the global level, during that period of time, the need to preserve the Organization's Ideology emerged, in terms of regulatory compliance with laws and regulations, and Organizational loyalty by leaders and employees towards their Organization in which they work, The conformity of Organizational values with Society, and their congruence with employees, Than the situation requires striving to preserve and improve the Reputation of the Organization in light of the multiplicity of challenges, as the Organizational Reputation is one of the pillars of intangible assets, Organizational excellence and high performance, through the above proposal, the research idea was crystallized, and the researcher's interest increased in adopting a theoretical study that explores scientific and literary concepts, this paper included the concept of Organizational Ideology as an independent variable, and the concept of Organizational Reputation as the dependent variable, As the researchers see that the two variables (Organizational Ideology and Organizational Reputation) are of importance from an administrative, Organizational and psychological point of view, serving the Iraqi Organizational Environment (Employees, Managers, Organization, Society), especially in the educational field, achieving the desired Organizational Reputation, Supporting the Community, the Environment and the research sample, and making them able to confront The conditions and challenges faced by that service side of the Iraqi Organizations, and The importance of the study lies in the possibility of enhancing the role of Organizational Ideology and improving and developing Organizational Reputation within the researched Organization by applying the research model in its final form, examining the results, and presenting recommendations.

### **1.1 Literature review:**

Many previous studies discussed Organizational Ideology, most of which included:

King (1994) developed multiple models of Organizational Ideology, loyalty, values, and commitment. The study aimed to measure a multi-stage model of Organizational Ideology in a large thermoplastic manufacturing company, and the results showed that the members of the strong ideological organization received the motivation to work, not from admiration for similar Organizations. However, it simulates of their discoveries in meeting certain inner needs, and very clear and real effects of ideological attraction and commitment are more common than is generally accepted at the Organizational level.

Meinhard & et al. (2009) explained the relative roles of Ideology and the formation of gender in determining the Organizational structure and behavior, and adopted a descriptive, analytical approach. The sample population consisted of (8) private sector Organizations, and the sample consisted of (65) employees and the adoption of a questionnaire to collect data. The results of the study found a contradiction with the behavioral aspects of the organization in terms of its structure and decision-making and made recommendations to expand the sample and make the Organizations fill in the behavioral aspects to determine whether the Ideology has an impact on behavior.

Al-Obaidi (2017) explained the concept of Organizational Ideology. His study was to know the relationship and influence of Organizational Ideology, and the study population was determined by the employees of the Directorate of Education in the Musayyib district. The sample number reached 150 employees, and the questionnaire was adopted as a tool for data collection. Furthermore, the statistical tools used the arithmetic mean, standard deviation, and Cronbach's alpha test, neutralizing the description of the normal distribution, determining the correlation, the standard regression, and other Organizations.

Banai (2018) explained the attractiveness of Organizational Ideology by building an intellectual framework with leadership empowerment behavior and leadership compensation, with a descriptive and analytical approach, adopting (7) private colleges, taking a sample of (212) teachers, adopting informal interviews, and the questionnaire tool to collect sample data. The study found results that there is a direct and indirect effect to test the regression coefficients of the interactive role (leadership compensation) in promoting and supporting the effectual relationship of leadership empowerment behavior in the attractiveness of Organizational Ideology.

Many studies discussed Organizational Reputation, most of which included:

Muthoni and Kinyua (2020) explained company Reputation and company performance for car collectors in the city district of Nairobi, Kenya. The study included a descriptive approach, the sample population was adopted from the management personnel of the car collectors of eight companies located in the Nairobi City district, the number of the sample was (328) administrative employees, Adopting a questionnaire to collect data, the statistical methods were used, which were frequencies, percentages, average, standard deviation, coefficient of variation, and simple linear regression analysis, the results showed that the company's Reputation has an important statistical effect on performance, the recommendations came that practices that promote justice, equality, diversity, and dignity in the workplace should be promoted at all levels of companies to project a good image.

Saputra (2020) developed a model of Organizational Reputation through its association with several variables, indicated the extent of its impact on business performance, and adopted a descriptive approach. The study applied in private sector companies, the number of respondents was (132), and the adoption of the questionnaire in data collection. The use of statistical methods represented by descriptive and multiple linear regression. Moreover, the results showed that the company's Reputation had a significant and positive impact on business performance, the study made recommendations to conduct future studies dealing with linking new variables with Organizational Reputation.

Bustos (2021) explained Organizational Reputation in Public Administration. The study aimed to contribute to combining empirical and theoretical academic research, a systematic review of the literature was adopted (preferred reporting items for systematic reviews and meta-analyses). The number of studies for review was (119) studies, Statistical methods were adopted, represented by testing classification, frequencies, and distribution. The results showed that Reputation management in public administration adds value to Organizations by improving relations with their audience, Reputation can improve other vital assets to the legitimacy of Organizations, such as brand, trust, image, identity or prestige. Also, the study made recommendations for further studies across countries, looking at a variety of cultural and Organizational contexts.

Percy (2021) explained the development of workers' skills through the Egyptian Banking Institute and its impact on the Organizational Reputation of the bank, The adoption of the descriptive analytical approach, and the adoption of a study community represented by a group of public and foreign banks, the number reached (19) banks, and a research sample numbered (129) bank employees, Adopting the questionnaire as a tool for data collection, the results showed the effect of developing the skills of employees on the Organizational Reputation of banks, and the presence of confidence by bank employees towards developing the skills of employees, the study made a recommendation to educate workers about the importance of increasing their skills, Organizational Reputation is linked to these skills.

The previous studies presented above are a corner of the pillars of attribution of the current study to start from where the previous studies left off, and for what it provided of support and promotion of the methodological and theoretical aspects and applied and statistical operations.

The problem of the research was an emanation of multi-directional aspects, in which the researchers noted the importance of Organizational Ideology and its impact on internal and external factors, Orientation requires identifying the strengths and weaknesses factors of commitment, Organizational loyalty, and Match Values and its influence on the Organization's Reputation.

The objective of the current research is to determine the availability of the study variables and their sub-dimensions among the employees of the researched organization. It neutralizes the strength of the effect between these variables and their dimensions. It also aims to direct the attention of senior management and decision-makers in the researched organization to the nature of the interaction and impact of the study variables.

## 2. Materials and Methods:

**2.1 Measures: Organizational Ideology:** The Organizational Ideology questionnaire was built based on the (King & Ehrhard, 1996) scale, which consists of three dimensions, included the first and second dimensions (4) items, and the third dimension (5) items.

**Organizational Reputation:** The Organizational Reputation questionnaire was built based on a scale (Fombrun et al., 1999) which consists of four dimensions. The first dimension included (4) paragraphs, while the second, third, and fourth dimensions (3) paragraphs.

## 2.2 Hypothesis chart:

The hypothetical scheme represents the study map resulting from the idea of the researchers, and shows the correlation and logical effect of the main variables and their sub-dimensions, to achieve integration with the research problem, its importance, and objectives. The hypothetical scheme was designed based on the Organizational and intellectual literature for the variables and dimensions of the research. Figure (1) shows the hypothesis diagram.

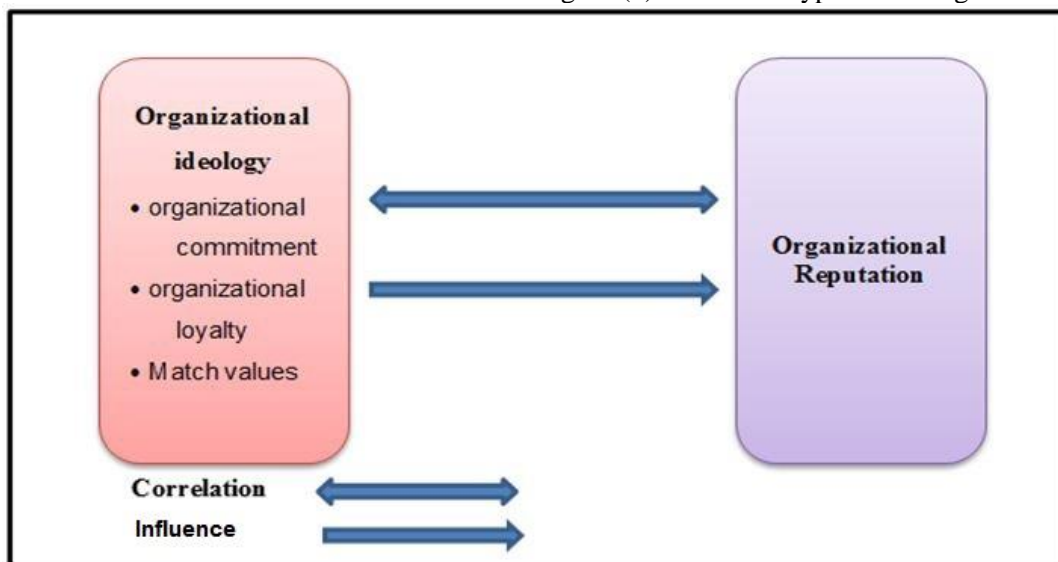


Figure 1: shows the hypothesis diagram

## 2.3 Research hypothesis:

The main hypothesis included the following:

- There is a Correlation of Organizational Ideology and its dimensions on Organizational Reputation.
- There is an influence of Organizational Ideology and its dimensions on Organizational Reputation.

## 2.4 Research variables:

**2.4.1 Organizational Ideology:** Ideology is a pattern for every individual, society or organization. It is a framework that contains ideas, values, beliefs, symbols, and an identity that expresses the self, a group, or a specific organization. The Ideology is formed as a result of several factors, including society, rituals, religious teachings, education, social culture....etc. The vision and mission of the Organizations are determined by their Ideology, which is compatible with the internal and external environment. Accordingly, the attention of management, organization and Organizational behavior scholars was directed to study the importance and impact of Organizational Ideology on the success and achievement of the organization's goals, its importance is reflected through its dimensions, which are commitment, Organizational loyalty, and Match Values, it has a significant influence on the affiliation and commitment of employees to the instructions and regulatory laws and to work according to the strategies and decisions entrusted to the organization, the study of Ideology in the Organizational field is primarily done at the level of the organization, it was employed in dealing with the organization of individuals in terms of ideologies and philosophies (Bannai, 2018). Organizational Ideology is the science of ideas. It expresses the opposite side and the other side of the tangible world, or the contradictory to it (Al-Obaidi, 2017). It is a set of core ideas and operational outcomes linked together within a system of dominant beliefs; it often results in contradictions (Hannele et al., 2019). It also expresses the prevailing beliefs among the members of the organization about how the social world works, including beliefs about desired outcomes and how they should be achieved (Gupta & Briscoe, 2020). The Organizational Ideology includes three dimensions, as follows:

- **Organizational commitment:** Organizational ideologies link the past and the future, add dignity to daily activities, and sparks member commitment by transforming formal Organizations into likable ones (Maclean, et al., 2014). Organizational commitment is explained by the positive association of work engagement, satisfaction, productivity, Organizational citizenship, and well-being (Ly, 2023). Organizational commitment positively impacts retaining high-value employees, and retying the organization's most valuable knowledge assets (Noesgaard & Jørgensen, 2023).
- **Organizational loyalty:** Organizational loyalty is a concept with multiple dimensions that reflects the interdependence and harmony between employees and the Organization. It reflects the willingness of employees to make an extra effort to achieve the organization's goals and increase its effectiveness (Khalifat & Mona, 2009). It is the situation that describes and defines the employee's feeling towards the organization, he works for or belongs to, and expresses his willingness to make efforts and energy to achieve the goals of the organization (Al-Hamdani, 2009).
- **Match values:** Values are the rules and perceptions that enable individuals to distinguish between right and wrong. This contributes to identifying and choosing the appropriate means and methods to achieve the goals (Bodhan & Samer, 2015). It is the interrelationship and congruence between the values of the employee, the manager, the organization, and society (Lahmidi, 2015). Values are all that exist in the work environment. It directs the behavior of the employees according to the various and different Organizational circumstances (Muhammad & Essad, 2017).

**2.4.2 Organizational Reputation:** An Organizations' Reputation is a valuable asset in today's competitive and rich information world. Companies strive to build their Reputation and spend considerable efforts to maintain it (Al-Yazidi et al., 2022). Intangible concepts are attitudes associated with culture and vary around the world. However, traditional thinking in the public sector is still a bit apprehensive about measuring intangible concepts; despite this caution, intangible concepts are more important in public sector Organizations than in profit-producing Organizations and companies, Public sector Organizations have multiple objectives of a non-financial nature, hence it has to make extensive use of intangible resources (Aho, 2007).



The Reputation is the basis of everything in providing products, services, people, libraries, or anything else (Al-Salihi, 2020). The Organization is keen to build and maintain its Organizational Reputation due to its importance in achieving sustainability (Al-Fatlawi, 2017) (Waldner et al., 2020). Organizational Reputation is defined as a set of beliefs about an organization's capabilities, intentions, history, and mission that are embedded in a network of multiple audiences (Kuenzler, 2021). As Reputation is formed over a long period, it depends on the behavior of the members of the organization and the quality of the services provided (Krzakiewicz & Cyfert, 2015). The organization's Reputation has figured prominently in management research. Researchers consider an organization's Reputation to be its overall appeal (Veh et al., 2019). Other researchers point out that Reputation has its origin in economics and is determined by consistent performance in the past, Particularly in situations where information about products, services or performance is incomplete and asymmetric (Krijkamp et al., 2021). Dimensions of Organizational Reputation include the following:

- **Social responsibility:** The Organizational Reputation management research depicts the Reputation of the organization as a variable that includes the dimension of social responsibility. Which refers to the ethical and socially responsible activities of the organization (Lee et al., 2018). It is a philosophical set of practices for management officials, which has a positive impact on the quality of Organizations' services (Saud et al., 2020). It is expressed as improving stakeholder welfare,—by exercising of optional discretionary work (Said & Abbas, 2016). The organization's Reputation can be seen as a general perception of the organization's attractiveness and the relative status that results from its excellence (Truong et al., 2020).
- **Quality of service:** properly addressing the needs of the beneficiaries (stakeholders), which achieves satisfaction for the organization (Saputra, 2020). Quality is one of the methods and means to improve service quality and raise the required level (Al-Ta'i & Rauf, 2017). Quality of service is the organization's ability to provide high and distinguished service, and align with stakeholder expectations and desires (Hafez and Saeed, 2019). The quality of service greatly affects customer satisfaction (Inoue and Hashimoto, 2023).
- **Vision and leadership:** A vision is the conceptual representation of an organization, it is a cognitive construct and a mental representation or model, Describes the Organizational journey and its destination with hope and faith. It acts as a guiding force for the organization (Anwar & Hasnu, 2013). Leadership must have a reputable behaviour. Because it provides stakeholders with organization-wide assurance, the organization has a great interest in continuous improvement and enhancement of the range of services (Balan & Şchiopoiu, 2017).
- **Workplace environment:** It is the development and training of employees and the promotion of good relations between employees in the workplace, consolidation of Organizational culture, attention to organizational health, and determine the appropriate professional structure (Inglis et al., 2006). They are related to perceptions of a well-run organization, an attractive workplace, and the organization having talented employees (Abu Alfutuh, 2022) (Fombrun & Gardberg, 2000). Fair compensation and reward, healthy working conditions, opportunities for growth and development, job security, and work-life balance, it is one of the means to provide a safe and good work environment for employees (Abebe & Assemie, 2023).

### **2.5 Analysis of the research sample:**

In his current study, the researcher relied on an intentional sample, Represented by the directors of the departments of the directorates of the Divan of the Iraqi Ministry of Education. The total number of the sample was (112) department managers. Measurement forms (questionnaires) were distributed directly to the concerned department managers. The number of respondents who answered the scale questionnaire was (109). Table (1) shows the social characteristics of the respondents sample. The social characteristics of the respondents included the following:

**Table 1:** The social characteristics of the sample

Variables		Frequency	Percentage
Sex	Male	67	61.5 %
	Female	42	38.5 %
	Total	109	100 %
Variables		Frequency	Percentage
Academic qualification	Technical Diploma	6	5.5 %
	Bachelor's	70	64.2 %
	Higher Diploma	4	3.7 %
	Master's	18	16.5 %
	PhD	11	10.1 %
	Total	109	100 %
Variables		Frequency	Percentage
Age	Less than 30 years	-	- %
	31-40 years	21	19.2 %
	41-50 years	39	35.8 %
	More than 50 years old	49	45 %
	Total	109	100 %
Variables		Frequency	Percentage
Years of Service	Less than five years	-	- %
	5-10 years	5	4.6 %
	11-15 years	22	20.2 %
	16-20 years	20	18.3 %
	21-25 years	18	16.5 %
	More than 25 years	44	40.4 %
	Total	109	100 %

## 2.6 Measure the validity and reliability of the scale tool:

### 2.6.1 Cronbach's Alpha:

It is one of the most famous measures of internal stability and depends on calculating the internal differences (variances) between the answers to the questions in the scale (Gabriel, 2020). The reliability scale of the current study was tested according to Cronbach's Alpha scale. The reference values of the statistical indices have been shown in Table (2).

**Table 2:** Cronbach's Alpha scale

variables and dimensions	Alpha-Cronbach coefficient	the decision
Organizational Ideology	0.944	Good
Organizational loyalty	0.947	Good
Organizational commitment	0.947	good
Match values	0.946	good
Organizational Reputation	0.944	good
Quality of service	0.947	good
Vision and leadership	0.947	good
workplace environment	0.946	good
Social Responsibility	0.949	good

The results included in Table (2) indicate that all the study variables and their dimensions have achieved a high degree of stability, and these values were determined between two degrees (0.944 - 0.950).

### 2.6.2 Split-Half scale:

It is an estimate of the stability between the two halves of the scale by calculating the correlation value between them (Dodin, 2013). The internal consistency of the scale is an indicator of the homogeneity of the components of the scale. The paragraphs (questions) asked in the scale should be linked to each other, and the formation of an image represented by a group that measures a specific variable or concept, Which can be investigated in understanding the overall interpretation of the scale (questionnaire), Knowing what each question refers to (Sekaran, 2009). The (Split-Half) test finds the degrees of the correlation coefficient for the odd and even questions in the questionnaire. Table (3) shows the split-half test of the study scale.

**Table 3: Split-Half Test**

Cronbach's Alpha	Part 1	Value	.938
		N of Items	21 <sup>a</sup>
	Part 2	Value	.942
		N of Items	20 <sup>b</sup>
Total N of Items		41	
Correlation Between Forms			.727
Spearman-Brown Coefficient	Equal Length		.842
	Unequal Length		.842
Guttman Split-Half Coefficient			.840

Statistical evidence indicated when testing the split-half scale of the current study. That the correlation coefficient for odd and even questions was (0.842), It is a high degree of preference and has high stability because it exceeds the standard score of (0.70). Accordingly, the scale of the current study is adopted at different times and the dependence of the same sample members. It gives results as identical as possible.

### 2.7 Descriptive analysis and data replications:

Table (4) shows the results of descriptive statistics for the questionnaire items, including frequencies, arithmetic mean, and standard deviation.

**Table 4: Analysis and frequencies of the sample response**

No	Variables	Mean	standard deviation
<b>Firstly</b>	<b>Organizational Ideology</b>	<b>3.85</b>	<b>0.54</b>
	• <b>Organizational loyalty</b>	<b>3.78</b>	<b>0.64</b>
1	There is a willingness by the employees to sacrifice their personal interests for the sake of the ministry.	3.51	0.91
2	One of the most important commitments of employees is a strong loyalty to the ministry.	3.76	0.86
3	The majority of employees, regardless of affiliation, are willing to support our ministry's policies.	3.92	0.70
4	Staff do not openly criticize ministry policies.	3.94	0.78
	• <b>Organizational commitment</b>	<b>3.93</b>	<b>0.56</b>
1	The staff goes above and beyond what is expected to help this ministry succeed.	4.06	0.68
2	Employees talk about the ministry, as a great organization to work for.	3.86	0.70
3	Employees accept almost any type of job assignment to continue working for this ministry.	3.95	0.66
4	The Ministry inspires employees to provide the best job performance.	3.83	0.76



	<b>• Match values</b>	<b>3.84</b>	<b>0.62</b>
1	The employees' values are consistent with the Ministry's values.	3.93	0.73
2	The Ministry provides a safe and comfortable work environment for employees.	3.75	0.83
3	The Ministry deals honestly with employees and the community.	3.90	0.73
4	The Ministry respects and protects the rights and dignity of all employees.	3.98	0.68
5	The Ministry achieves justice for employees.	3.67	0.82
<b>secondly</b>	<b>Organizational Reputation</b>	<b>3.93</b>	<b>0.54</b>
	<b>• Service quality</b>	<b>3.69</b>	<b>0.62</b>
1	The Ministry stands behind its services.	3.88	0.66
2	The Ministry develops innovative services.	3.62	0.73
3	The Ministry provides high quality services	3.51	0.83
4	The Ministry provides services of good value.	3.74	0.71
	<b>• Vision and leadership</b>	<b>3.77</b>	<b>0.69</b>
1	The Ministry has excellent leadership.	3.78	0.78
2	The Ministry has a clear vision for the future.	3.69	0.82
3	The Ministry learns about the available opportunities and takes advantage of them.	3.77	0.78
	<b>• workplace environment</b>		
1	The Ministry is well managed.	3.86	0.84
2	The Ministry is a good environment to work in.	3.84	0.79
3	The Ministry has good employees.	4.05	0.67
	<b>• Social responsibility</b>	<b>3.96</b>	<b>0.54</b>
1	The Ministry supports good work ethics.	4.10	0.60
2	The Ministry is environmentally responsible.	3.90	0.65
3	The Ministry maintains a high standard for the engaging with the community.	3.88	0.67

The results show that all items of the dimensions of both variables (Organizational Ideology, Organizational Reputation) achieved a good level of responses, Which indicates the existence of loyalty by managers and employees towards their organization, in addition to the commitment of employees to instructions, laws and regulatory directives, and the presence of Match Values of managers and employees with the values of the organization, The results also showed that there is a good Organizational Reputation among the researched organization, and it provides good quality service to stakeholders, in addition to possessing a fairly good vision and leadership, and it provides a good working environment for employees. Also, the researched organization has an interest in responsibility towards employees and stakeholders at a good level.

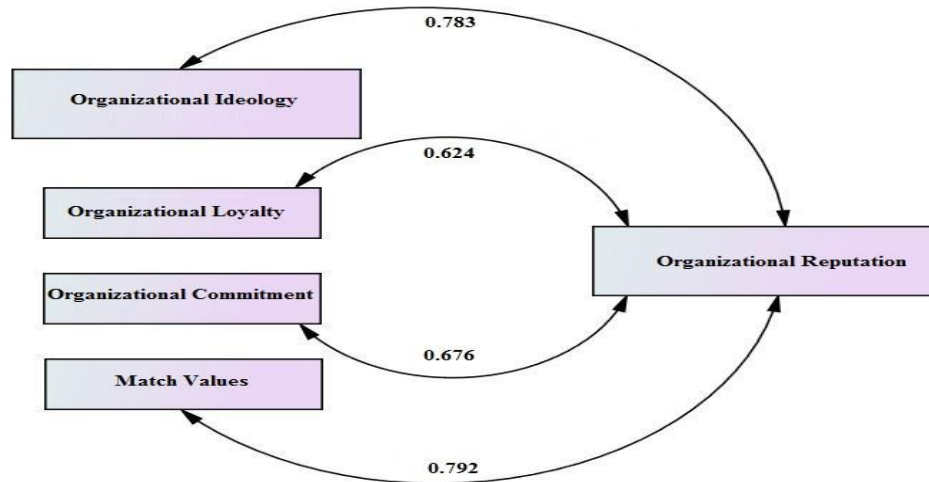
### 2.8 Test the effect between research variables:

The correlation test between variables indicates the strength of the relationship and correlation between variables. However, it requires revealing the causal relationship between the variables. What is meant by the causal relationship here is the strength of the effect of one variable on another variable or several variables. Therefore, the effect and regression analysis test is used to predict the strength and degree of effect between variables (Gabriel, 2020). Therefore, the researcher tests and analyses of the correlation and influence of the research variables in the tables of indicators and statistical results to the degree of influence between the variables. Linear regression analysis is an analysis that investigates the degree of influence of

variable (X) on variable (Y), The simple linear analysis looks at the relationship between two variables, the dependent variable (Y) and the independent variable (X). The form of the relationship equation is:(Al-Baldawi, 2014).

$$\hat{Y} = \alpha + \beta X$$

Figure (2) shows the strength of the Correlation between the independent variable Organizational Ideology and its dimensions with Organizational Reputation.



**Figure 2:** The strength of the Correlation between Organizational Ideology and its dimensions with Organizational Reputation

The results show in Figure (2) that the correlation value of Organizational Ideology in Organizational Reputation was (0.783), and that the strength of the correlation of dimensions of Organizational Ideology (Organizational Commitment, Organizational Loyalty, Match Values) in Organizational Reputation was respectively ((0.624), (0.676), (0.792)), and these results indicate. There is a good correlation between Organizational Ideology and its dimensions in Organizational Reputation. Therefore we accept the hypothesis of the first study and its content (There is a Correlation of Organizational Ideology and its dimensions on Organizational Reputation).

Table (5) illustrates the results of the influence of the Independent variable (Organizational Ideology) and its dimensions on the dependent variable (Organizational Reputation).

**Table 5:** Statistical indicators to analyse the influence of Organizational Ideology and its dimensions with the Organizational Reputation variable.

$\hat{Y} = \alpha + \beta (X)$									
$\hat{Y}$	A	$\beta$	X	R <sup>2</sup>	Adj (R <sup>2</sup> )	F	t	Sig	the decision
Organizational Reputation	0.798	0.787	Organizational Ideology	0.612	0.609	169.11	13.00	0.00	Sig.
	1.823	0.530	Organizational Loyalty	0.389	0.383	68.05	8.250	0.00	Sig.
	1.251	0.656	Organizational Commitment	0.457	0.452	90.07	9.491	0.00	Sig.
	1.165	0.693	Match Values	0.628	0.624	180.31	13.42	0.00	Sig.
Sample size = 109									
(F) tabular = 3.94									
(t) tabular = 1.984									

### 3. Discussion of Results:

The statistical results indicate that the result of (F) calculated for the influence of Organizational Ideology and its dimensions on Organizational Reputation, were respectively (169.11, 68.05, 90.07, 180.31) greater than the tabular value of (F), which is (3.94), and at a standard significance level (0.05) with a confidence level (95%). Based on these results, and accordingly accept the alternative hypothesis. (There is influence of Organizational Ideology and its dimensions on Organizational Reputation).

The statistical results also indicate that the result of the marginal tendency coefficient (t) calculated for the impact of Organizational Ideology and its dimensions on Organizational Reputation, were respectively (13.0, 8.25, 9.491, 13.42) greater than the tabular value of (t), which is (1.984) and at a standard significance level (0.05) with a confidence level (95%). It is an indication that the marginal slope coefficient is significant. Based on these results. And accordingly accept the alternative hypothesis. (There is influence of Organizational Ideology and its dimensions on Organizational Reputation).

As indicated by the statistical results of the corrected coefficient of determination ((R<sup>2</sup>) Adj). Which amounted to the impact of the Organizational Ideology variable and its dimensions on the Organizational Reputation, as follows: The degree of the corrected determination coefficient (R<sup>2</sup>) Adj for the Organizational Ideology variable was (0.609). It explains approximately (61%) of the changes that occur in the Organizational Reputation variable. The rest of the percentage (39%) is due to other variables and dimensions that were not included in the current research model. The degree of the corrected determination coefficient ((R<sup>2</sup>) Adj) for the Organizational loyalty dimension was (0.383). Which explains about (38%) of the changes that occur in the Organizational Reputation variable. The rest of the percentage (62%) is due to other variables and dimensions that were not included in the current research model. The degree of the corrected determination coefficient ((R<sup>2</sup>) Adj) for the Organizational commitment dimension was (0.452), Which explains about (45%) of the changes that occur in the Organizational Reputation variable. The rest of the percentage (55%) is due to other variables and dimensions that were not included in the current research model. The degree of the corrected determination coefficient ((R<sup>2</sup>) Adj) for the value matching dimension was (0.624). Which explains approximately (62%) of the changes that occur in the Organizational Reputation variable. The rest of the percentage (38%) is due to other variables and dimensions that were not included in the current research model.

The statistical results indicate the value of the constant factor ( $\alpha$ ) in the impact of Organizational Ideology and its dimensions on Organizational Reputation, the following: The value of the constant factor ( $\alpha$ ) for the Organizational Ideology variable was recorded in the equation of (0.798). This means when the Organizational Ideology variable is equal to zero. The (Organizational Reputation) will not be less than (0.798). The value of the constant factor ( $\alpha$ ) for the dimension of Organizational loyalty was recorded in the equation of (1.823). This means that when the Organizational loyalty dimension is equal to zero, the (Organizational Reputation) will not be less than (1.823). The value of the constant factor ( $\alpha$ ) for the Organizational commitment dimension was recorded in the equation of (1.251), Meaning, that when the Organizational commitment dimension is equal to zero, the (Organizational Reputation) will not be less than (1.251). The value of the constant factor ( $\alpha$ ) for the dimension of matching values in the equation was recorded as (1.165), in the sense that when the value after matching is equal to zero, the (Organizational Reputation) will not be less than (1.165).

The statistical results indicate the value of the marginal propensity coefficient ( $\beta$ ) in the impact of Organizational Ideology and its dimensions on Organizational Reputation, the following: Recorded by the marginal propensity coefficient ( $\beta$ ) for the Organizational Ideology variable (0.787). It is explained that increasing the Organizational Ideology variable by one unit will lead to an increase in the response variable (Organizational Reputation) by (79%). Recorded by the marginal propensity coefficient ( $\beta$ ) for the Organizational loyalty dimension (0.530).

It is explained that an increase in the Organizational loyalty dimension by one unit will lead to an increase in the response variable (Organizational Reputation) by (53%). Recorded by the marginal propensity coefficient ( $\beta$ ) for the dimension of Organizational commitment (0.656). It is explained that an increase in the Organizational commitment dimension by one unit will lead to an increase in the response variable (Organizational Reputation) by (66%). Recorded by the marginal slope coefficient ( $\beta$ ) for the value matching dimension (0.693). It is explained that an increase in the dimension of matching values by one unit will lead to an increase in the response variable (Organizational Reputation) by (69%).

### 3 .Conclusions:

Conclusions were formulated based on the results of the statistical analysis. The conclusions included the following:

- The researched organization has male and female department managers. Although the number of males is greater than the number of females by half the number of females. This diversity enhances intellectual integration and diversity. It allows everyone to participate in the leadership and management of public organizations.
- The researched organization has department managers who mostly hold a bachelor's degree. This is an indication that the organization has good academic standards and qualifications to manage departments.
- The statistical results showed. The surveyed organization has department managers, most of whom are over 50 years old. This gives the impression of clarity, wisdom of thinking, and leadership of subordinates.
- The results showed that the researched organization has managers of functional service departments whose career service positions mostly exceed (25) years. It gives the impression that the majority of department managers have high experience that qualifies them to manage departments.
- The results showed a positive Correlation between Organizational Ideology and its dimensions with the Organizational Reputation in its study of the reality of the environment of the researched organization.
- The results illustrate an influence on Organizational Ideology and its dimensions with the Organizational Reputation in its study of the reality of the environment of the researched organization.
- The results showed that the researched organization enjoys Organizational commitment. This is represented in the commitment of the majority of employees to job instructions, laws and controls, adopted by the researched organization in organizing its work, and the presence of a clear interest in the part of the employees in performing distinguished work with high morale, and work within the specified powers.
- The results proved that the majority of employees are loyal to the researched organization, desire to continue working within their organization, and their willing to make a high effort in achieving and maintaining the goals of the organization, There are also initiatives by employees to sacrifice their interests for the sake of their organization.
- The results showed that there is agreement between the values of employees and managers with the values of the researched organization. The values of the researched organization are compatible with the values of society, and the results also indicate that the researched organization respected all employees, and it is committed to the laws and instructions that guarantee the rights and respect of its employees, it was also found that the researched organization treats employees and the community honestly in assuming responsibility, and the existence of a safe and comfortable work environment for employees within its internal environment, and its adoption of fairness in dealing with employees.

- The results showed that the researched organization possesses mostly good Organizational Ideology, and that there is a set of beliefs and customs prevalent in the researched organization that show commitment to it by it and by its employees, with a good orientation of Organizational loyalty and matching values, and that there is interest in the interests of the stakeholders, and the researched organization and its employees are away from personal interests of a selfish nature.
- The results showed the interest of the researched organization and its continuous keenness to develop and improve its Organizational Reputation, its Organizational Reputation is somewhat compatible with local, international and international quality and institutional development standards.

**Authors Declaration:**

Conflicts of Interest: None

-We Hereby Confirm That All The Figures and Tables In The Manuscript Are Mine and Ours. Besides, The Figures and Images, Which are Not Mine, Have Been Permitted Republication and Attached to The Manuscript.

- Ethical Clearance: The Research Was Approved By The Local Ethical Committee in The University.

**References:**

1. Abebe, A., and Assemie, A. (2023) "Quality of work life and Organizational commitment of the academic staff in Ethiopian universities", *Heliyon*, Vol 9, No 4, pp: 1-20.
2. Abu Alfutuh, M., (2022) "The Impact of Organizational Reputation on Building the Competitive Advantage of Public Organizations - Applied to Telecom Egypt", *Alexandria University Journal of Administrative Sciences*, Vol 59, No 1, pp: 1-52.
3. Aho, V. L., (2007) "Neutral Reputation and public sector Organizations", *Corporate Reputation Review*, Vol 10, No 2, pp: 124-143.
4. Al-Fatlawi, P., (2017) "The relationship between agile leadership and building Organizational Reputation through the mediating role of Organizational commitment - an analytical study of the opinions of a sample of workers in the General Company for the Automotive Industry", *Al-Muthanna Journal of Administrative and Economic Sciences*, Vol 7, No 4, pp: 23-48.
5. Al-Hamdani, M. B. H., (2009) "Organizational Loyalty of Faculty Members in Private Universities in the Sultanate of Oman, Master's thesis, Mu'tah University, College of Educational Administration, Department of Fundamentals and Educational Administration.
6. Al-Obaidi, E A. S, (2017) "Organizational Ideology and its reflection on Organizational stagnation, a case study in the Directorate of Education in the Musayyib district", *Al-Kout Journal for Economic and Administrative Sciences*, Wasit University, Vol 1, No 25, pp: 357-385.
7. Al-Salihi, H. A. H., (2020) "Institutional Reputation: a descriptive study of the development of the concept and measurement methods", *Media Researcher Magazine*, Vol 71, No 49, pp: 49-71.
8. Al-Tai, A., and Raouf. M. E., (2017) "Factors of strategic choice and their impact on the quality of higher education", *Journal of Economic and Administrative Sciences*, No 103, Vol 24, pp: 36-54.
9. Al-Yazidi, S. A., Berri, J., and Hassan, M. M. (2022). Novel hybrid model for Organizations' Reputation in online social networks. *Journal of King Saud University-Computer and Information Sciences*, Vol 34, No 8, pp: 5305-5317.
10. Anwar. J., and Hasnu S., (2013) "Ideology, Purpose, Core Values and Leadership: How they influence the Vision of an Organization?", *International Journal of Learning & Development*, Vol 3, No 3, pp:168-184.
11. Balan, D. A., and Burlea-Schiopoiu, A., (2017) The development of a corporate Reputation metric: A customer perspective. *Major Challenges of Today's Economy*; Pînzaru, F., Zbucea, A., Bratianu, C., Vatamanescu, EM, Mitan, A., Eds, pp:595-606..



12. Baldawi. A. H., (2014), Applied methods for analyzing and preparing scientific research with case studies using the SPSS program, Al-Shorouk for publication and distribution, Amman - Jordan.
13. Bannai, D. F, (2018), The role of leadership compensation in the relationship between leadership empowerment behavior and the attractiveness of Organizational Ideology - an analytical study of the opinions of a sample of faculty members in private colleges in the holy governorate of Karbala, PhD thesis, Karbala University, College of Administration and Economics.
14. Beheshtifar, M., and Allahyary. M. H., (2013) "Study the Relationship among Organizational Reputation with Organizational commitment and Employees' Turnover Intention", International Research Journal of Applied and Basic Sciences, Vol 6, No 10, pp: 1467-1478.
15. Bodhan, S., and Samer, S., (2015) Organizational values and Organizational loyalty / a field study at the Directorate of University Services – Jijel, Master's Thesis, University of Muhammad Al-Siddiq Ibn Yahya, College of Humanities and Social Sciences, Department of Sociology.
16. Bustos, E., (2021), "Organizational Reputation in the public administration: A systematic literature review", Public Administration Review, Vol 81, No 4, pp: 731-751.
17. Dudin, H. M., (2013) Advanced statistical analysis of data using SPSS, Dar Al Masirah for Publishing and Distribution, Amman - Jordan.
18. Fombrun, C., Gardberg, N., (2000) "Who's tops in corporate Reputation?." Corporate Reputation review, Vol 3, No 1, pp: 13-17.
19. Gabriel, R. S., (2020), Khalil Data Step by Step in SPSS, Libyan Agency for International Standard Number of Books, Deposit No.: 757, Benghazi - Libya.
20. Gupta, A. , Briscoe, F., (2020) "Organizational Political Ideology and Corporate Openness to Social Activism", Administrative Science Quarterly, Vol 65, No 2, pp: 524-563.
21. Hafez, A. N., Saeed, F., (2019) " Using the Barto chart to diagnose the level of quality of municipal services". Journal of Economic and Administrative Sciences, No 26, Vol 117, pp: 77-93.
22. Hannele, S., Andrew, S., Anne, B., and Martin, F., (2019) "Ideology in Management Studies", International Journal of Management Reviews, vol 22, No 1, pp: 53-74.
23. Inglis, R. C., Sammut, P. ,(2006) "Corporate Reputation and organisational performance: an Australian study", Managerial Auditing Journal, vol 21, No 9, pp: 934-947.
24. Inoue, Y., and Hashimoto, M., (2023). Significance of face-to-face service quality in last mile delivery for e-commerce platforms. Transportation Research Interdisciplinary Perspectives, 21, 100885.
25. Khalifat, A. F., Mona. K., (2009) "Organizational loyalty and its relationship to job satisfaction among faculty members in Jordanian private universities", Damascus University Journal, Vol 25, No (3+4), pp: 213-232.
26. King, A., (1994) "Multiple stages of Organizational Ideology: Loyalty, values, and Commitment", Journal of Business and Management, Vol 22, No. 7, pp: 45-83.
27. Krijkamp, A., Knobben, J., Oerlemans, L. , Leenders, R. ,(2021) " An ace in the hole: The effects of (in)accurately observed structural holes on Organizational Reputation positions in whole networks", Journal of Business Research, 129, pp: 703–713.
28. Krzakiewicz, K., and Cyfert, S., (2015) "Organizational Reputation risk management as a component of the dynamic capabilities management process", Management , Vol 19, No 1, pp: 6-18.
29. Kuenzler, J., (2021) " From zero to villain: Applying narrative analysis in research on Organizational Reputation", European Policy Analysis, Vol 7, No 2, pp: 405–424.
30. Lahmidi, A., (2015) Organizational values and their relationship to the quality of higher education for the administrative professor, Master's thesis, Mohamed Boudiaf University, M'sila - Faculty of Humanities and Social Sciences - Department of Psychology, Algeria.

31. Lee, S. Y., Lim, E. R., and Drumwright, M. E., (2018) Hybrid happening: Organizational Reputations in corporate crises. *Public Relations Review*, Vol 44, No 4, pp:598-609.
32. Ly, B., (2023) Inclusion leadership and employee work engagement: The role of Organizational commitment in Cambodian public organization. *Asia Pacific Management Review*.
33. Maclean, M., Harvey, C., Sillince, J., Golant, B., (2014) "Living up to the past? Ideological sensemaking in Organizational transition", *Organization*, vol 21, No 4, pp: 543-567.
34. Meinhard, A., Schwartz, S., and Handy, F., (2009) "Mission (Im) possible? Determining Organizational Ideology by Examining Mission Statements", *CENTRE FOR VOLUNTARY SECTOR STUDIES*, Vol 1, pp: 1-13.
35. Mohammed, N. J., Essad, M. A. A. , (2017) "The Impact of Organizational Values in Achieving Strategic Success / Analytical Research in the Office of the Ministry of Oil", *Journal of Economic and Administrative Sciences*, vol 24, No 103, pp: 164-193.
36. Muthoni, D. M., Kinyua, G. M. ,(2020)" Corporate Reputation and Firm Performance: An Empirical Analysis of Motor Vehicle Assemblers in Nairobi City County, Kenya", *Journal of Business and Economic Development*, ISSN: 2637-3866, Vol 5, No 2 ,pp: 73-81.
37. Noesgaard, M. S., and Jørgensen, F. (2023). Building Organizational commitment through cognitive and relational job crafting. *European Management Journal*.
38. Percy. M., (2021) "Developing employees' skills through the Egyptian Banking Institute and its impact on the bank's organizational reputation, a field study on bank branches operating in the city of Aswan" *Scientific Journal of Economics and Commerce*, Vol 3, No 5, PP 421-466.
39. Said, H. K., and Abbas, Z. A. , (2016),"Transparency and its impact on achieving Organizational Reputation - an analytical research in the centrally funded departments of the Ministry of Housing and Construction", *Journal of Economic and Administrative Sciences*, No 99, Vol 23, pp: 143-165.
40. Saputra, I., (2020) "The Influence of Environmental Performance, Organizational Reputation, Environmental Disclosure, and Environmental Strategy on Business Performance", *International Journal of Contemporary Accounting*, Vol 2, No 2, pp: 173-190.
41. Saud, R. Y., Hussein, M. S. , and Saud. Z. Y. , (2020)"Pink Marketing and its Impact on Organizational Reputation (Applied Research in Flormar Cosmetic Company)",*Dinars Magazine*, Vol 1, No 18, pp: 335-364
42. Sekaran, U., (2009), *Research Methods in Management, An Introduction to Building Research Skills*, Mars House, Saudi Arabia.
43. Truong, Y., Mazloomi, H., and Berrone, P. (2021). Understanding the impact of symbolic and substantive environmental actions on Organizational Reputation. *Industrial Marketing Management*, Vol 92, pp: 307-320.
44. Veh, A., Gobel, M. and Vogel, R. (2019)" Corporate Reputation in management research: a review of the literature and assessment of the concept", *Business Research*, Vol 12, No 2, pp: 1-5.
45. Waldner, C., Willems, J., Ehmann, J., and Gies, F., (2020) "The impact of face-to-face street fundraising on Organizational Reputation", *International Journal of Nonprofit and Voluntary Sector Marketing*, Vol 25, No 4, pp: 1-8.

## تأثير الابدولوجيا التنظيمية في السمعة التنظيمية - بحث تحليلي في وزارة التربية -

احمد كوين داود شاهين<sup>(1)</sup> علي حسون الطائي<sup>(2)</sup>  
جامعة بغداد / كلية الادارة والاقتصاد / قسم الادارة العامة  
العراق  
جامعة بغداد / كلية الادارة والاقتصاد / قسم الادارة العامة  
العراق  
[Jeweler987k3@gmail.com](mailto:Jeweler987k3@gmail.com)  
[aliahtae1777@gmail.com](mailto:aliahtae1777@gmail.com)

Received:29/7/2023 Accepted: 24/9/2023 Published Online First: 30 /6/ 2024

هذا العمل مرخص تحت اتفاقية المشاع الابداعي نُسب المُصنّف - غير تجاري - الترخيص العمومي الدولي 4.0  
[Attribution-NonCommercial 4.0 International \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc-sa/4.0/)



### مستخلص البحث:

هدف البحث الحالي، من خلال المتغيرات التي يتضمنها، إلى اختبار العلاقة الفعّالة للأيدولوجيا التنظيمية على السمعة التنظيمية، وتوفير توضيحات حول متغيرات البحث وتحديد شكل أكثر دقة وتفصيلاً، ضمن الإطار الفكري والفلسفي والتطبيقي، وبناء نموذج واقعي ومبسّط وقابل للقبول، يربط بين المتغيرات والأبعاد المتعلقة بالبحث، متنسّقاً مع محاكياً لواقع بيئة العمل في المنظمة المبحوثة. المشكلة البحثية تمثلت في التحديات التي تواجهها المنظمات، وقد خلقت هذه التحديات مشكلة فيما يتعلق بأيدولوجية المنظمات من حيث الالتزام والولاء التنظيمي، والتماشي مع القيم. تمثلت هذه المشكلة في مستوى سمعة المنظمة. اتخذ الباحثون وزارة التربية كمنظمة لتطبيق الدراسة، واعتماد عينة متعمدة تمثلها مدراء الأقسام. بلغ عددهم (112) مديراً، وكان عدد الاستبيانات الصالحة للاختبار (109)، واعتماد أداة الاستبيان للقياس، واعتماد الطرق الإحصائية، التي تمثلت في فحص واختبار أداة قياس الدراسة، والتحليل الوصفي والتكرارات البيانية، واختبار التأثير بين متغيرات البحث. أظهرت أهم النتائج وجود علاقة إيجابية ومباشرة وتأثير بين متغيرات البحث في دراستها لواقع بيئة المنظمة المبحوثة، مما يشير إلى وجود علاقة بين الأيدولوجيا التنظيمية وتحقيق سمعة تنظيمية جيدة للمنظمة المبحوثة.

### نوع البحث: ورقة بحثية.

المصطلحات الرئيسية للبحث: الابدولوجيا التنظيمية ، السمعة التنظيمية.

\*البحث مستل من اطروحة دكتوراه

(2)

(3)