



The extent of the effectiveness of strategic vigilance in achieving distinguished the strategic performance (information quality) as variable mediating A survey study on a number of tourism companies operating in Iraq

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Abstract:

The aim of this research was to explore the depths of the link between strategic vigilance and strategic effectiveness , with the presence of information quality as a mediating variable, where a sample of tourism companies operating in several Iraqi governorates was selected. The board of directors working in those companies, and the research data was collected using the questionnaire form, This served as the primary method for gathering information . The results drawn from the research revealed that there is a correlation and impact of strategic vigilance and information quality on strategic performance . It also concluded that there is a role for information quality as a mediating variable between strategic vigilance and strategic performance .

Keywords: strategic vigilance , information quality , strategic performance .

The first section : the study's methodological foundation :

This topic will address the presentation of the research methodology that has been adopted by defining each of the problem, importance, objectives, study plan, and defining the main hypotheses, then it will clarify the methods used in collecting and analyzing the collected data.

First: Introduction : The main goal of any scientific study includes an accurate descriptive framework for the problem or phenomenon to be studied, then comes the role of trying to understand it and find explanations for it, and this requires identifying its place and the society to which it belongs, and identifying the frameworks and literature that explain the causes of that problem, especially since this is related to generalization And access to laws and theories, and here the importance of the methodology of the study appears because it contains the explanatory knowledge of the research and is concerned with the way in which solutions to the problem will be found, and accordingly the philosophy, style, strategy and tools of the study are determined, in addition to that the methodology is considered as a roadmap for the study and a path for the researcher to reach a solution This is by tracing the impact of the hypotheses derived from the cognitive framework, the sample's configuration , the methods of data collection, the development



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of its tools, and the statistical methods used in analyzing information, because it determines for the researcher the path in which his research should proceed and guide his interlocutors.

Second: the research problem: Strategic vigilance and strategic performance are among the important topics for any modern company that urges the pace to achieve continuity and growth, especially in light of a very variable and difficult competitive environment to predict its changes. Local on the one hand and global on the other hand Recently, interest in the subject of vigilance has increased, as the term vigilance has become synonymous with many organizational terms such as strategic leadership, strategic institutions, entrepreneurial strategies, and as for the other two variables (strategic performance and information quality), the literature has shown after reviewing it that There are philosophical convergences linking the work of the two variables to reach a complementary state between them, as well as that strategic vigilance is one of the aspects of performance, and the relationship between strategic vigilance and information quality remains a controversial one, as its features are determined through theoretical philosophical framing and field research to demonstrate their relationship with each other and their relationship with strategic performance.

In the foregoing, the research problem was formulated, which was manifested through the following main question:

((Do the study sample companies realize the importance of strategic vigilance, information quality and strategic performance in light of a competitive environment characterized by rapid change))

The research seeks to answer the following questions:

- 1- Is there a correlation between strategic vigilance and information quality or strategic performance?
- 2- Is there an effect of strategic vigilance and information quality on strategic performance?
- 3- Is there an effect of strategic vigilance on strategic performance?
- 4- Does the quality of information have a greater effect on the strategic vigilance's impact on strategic performance ?

Third: the value of investigation : The pursuit of strategic vigilance has become the goal of many organizations and companies in the world because of its positive results on all economic and social levels. On the other hand, competitiveness has become a global feature that promotes rapid, increasing and complex challenges whose impact is reflected in various joints of companies, and this effect is more severe in tourism companies, so The following reasons make research important

- 1- Demonstrating the level of strategic vigilance, the quality of information and the strategic performance of tourism companies.
- 2- The significance of the factors under study (strategic vigilance, information quality, strategic performance) for tourism companies, as they wanted to continue to perform their business and carry out their activities, especially in light of how strongly competition has grown .
- 3- The research dealt with important variables that have a major role in the success of the research sample companies, in addition to the fact that the study of these variables represents a modest contribution that enriches specialized studies and research.

Fourth: Research Objectives : In the midst of the research problem and its importance, the primary goal of this study is to know the impact left by both strategic vigilance and information quality in achieving strategic performance, and the extent to which tourism companies adopt the



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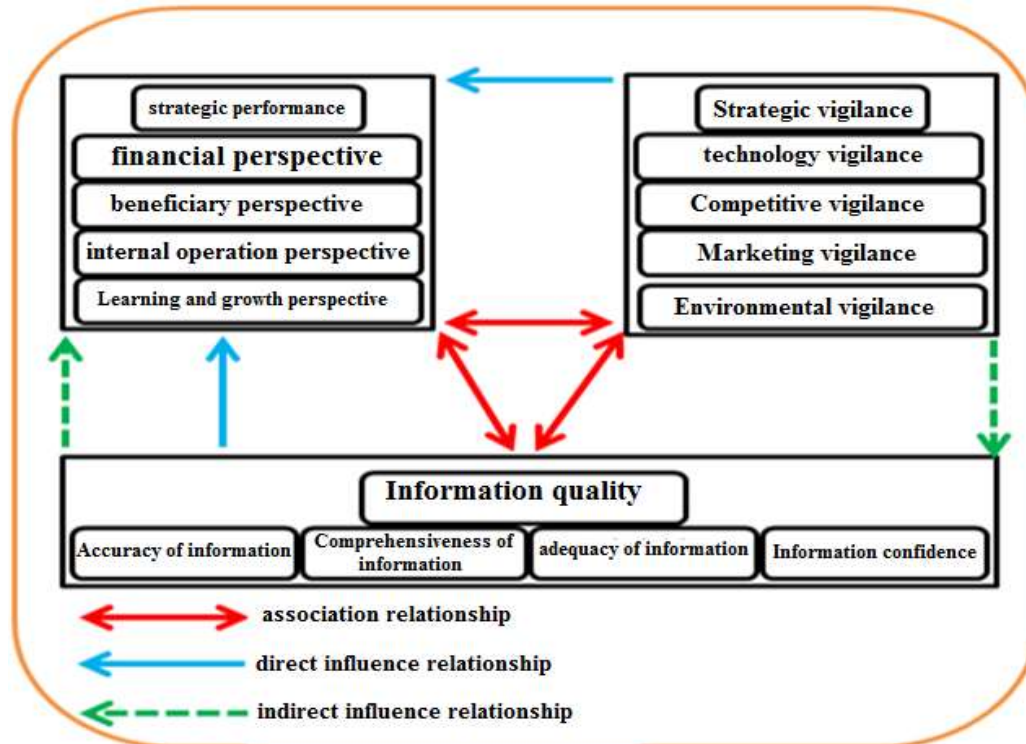
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use of strategic vigilance and information quality in their various businesses, as the research sought to achieve this goal through sub-objectives the following :

- 1- Defining the importance of variables (strategic vigilance, information quality, strategic performance) as important variables in the management of profit-making institutions.
- 2- Reaching a realistic model for the study that links the research variables in line with the Iraqi field reality.
- 3- Giving a clear perception of the potential impact of strategic vigilance on strategic performance through the quality of information.

Fifth: the search form : The study model is a simplified initial image that carries a group of related variables between its aspects, and in order to complete this research, a test chart was prepared that gives an initial impression of a group of correlations and influences between the researched variables, which are likely to be quantitative or qualitative, and bring together the features The main reality that you are interested in defining its features, and the supposed scheme indicates the existence of interaction and interdependence between strategic vigilance and information quality, which through its sub-dimensions affect strategic performance. Figure (1) refers to the proposed research model that was prepared in the light of the research issue , Also the following variables are included in this model :

- 1- The independent variable: It is represented by the strategic vigilance displayed by (technological vigilance, competitive vigilance, marketing vigilance, environmental vigilance).
- 2- The intermediate variable: the quality of the information represented by (the accuracy of the information, the comprehensiveness of the information, the adequacy of the information, the reliability of the information).
- 3- The dependent variable: It is represented by strategic performance with its dimensions represented by (financial perspective, beneficiaries perspective, internal operations perspective, learning and growth perspective) as shown by the following research model :



Sixth: research hypothesis: The following research hypotheses were developed using the suggested model :

The first main hypothesis : is that strategic performance and vigilance are significantly correlated .
The second main hypothesis : Information quality and strategic performance have a strong relationship .

The third main hypothesis : Strategic performance and vigilance have a significant relationship.

The fourth main hypothesis : Information quality and strategic performance are strongly correlated .

Seventh : Study Methodology : The study used the descriptive approach to identify data related to the research problem based on the responses of the research sample, and then it used different statistical tests to analyze the data.

Eighth : Data collection methods : to fulfill the research's goals and test the put forward theories , secondary data was collected through scientific sources from books, magazines, periodicals, dissertations, Arab and foreign books related to the subject of the research, as well as foreign research and articles obtained from the Internet, taking into account its novelty and proximity to the research topics. The questionnaire form was used to collect primary data, because of its suitability for the field of studies that are characterized by descriptiveness in general and the field of administration in particular.

Ninth: Research Limits :

1- Spatial boundaries : The test was conducted on (15) tourism companies operating in Iraq (Karbala, Baghdad, Najaf, Basra, Babel, and Muthanna).



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2- Temporal limits: The initial visits were started and preliminary information was collected about the research community, and the period of distribution and retrieval of the questionnaire, which extended from the beginning of February 2022 until the end of June of the same year.

3- Human limits : A group of members of the boards of directors of tourism companies were chosen .

The second topic: the theoretical aspect :

First : strategic vigilance

In the science of modern management, strategic vigilance is seen as one of the modern strategies, because it helps organizations get in touch with different stakeholders. From here, the necessity of implementing a system of vigilance and inspection in the course of monitoring the organizational environment to provide greater control over the information system evolved.

Strategic vigilance is significant because it enables financial vigilance to attain abundance since the data gathered has the capacity to raise the technical standards and quality of the product while lowering its price. Information can easily move between the various organizational levels in an organization with the use of strategic vigilance. Its significance is further demonstrated by the fact that it is regarded as a tactical management tool.(Medawar,2013:81). Strategic vigilance also results in opportunities being created and uncertainties being reduced, especially when addressing imbalances that may arise as their technological, social, and economic environment develops. The various sorts of vigilance—technical, commercial, competitive, and informational—can be referred to as strategic awakening (El-Yameen Valte ,2006: 12) .

What is strategic vigilance ?

Arnaud believes that strategic vigilance is the organization's sense of sight and hearing, as the surveillance radar tracks important information constantly and in all directions. (Arnaud, 2012:1). As for (Fayrouz & al-Zahraa ,2015:8), they define Strategic vigilance is described as an organized management approach that is a component of the organization's strategic management procedures, with an emphasis on the competitive element, information processing, and understanding of relevant information to control the region's periphery. (Threats and opportunities). As for (Ahmed, 2015: 46), he said that it is a group process characterized by continuity, which is carried out by a group of people on a voluntary basis and tracks and then uses expected information regarding changes that are likely to occur in the organization's external environment with the goal of generating job opportunities and lowering potential risks rather than environmental certainty. While (Bouarawi & Melody, 2017:6) sees that it is the formalized activity that enables the business to keep up with all changes in the industry it operates in.

(Ghalib & Malika,2012:158) From their perspective, it is the process of constantly looking for information, whether it be information that is strategic, social, political, scientific, or technological in nature, or information that is particular to the institution's environment and all of its variables, opportunities, and characteristics (threats). Although (Al-Maliki & Helen, 2016:50) regard vigilance as one of the organization's strategies for achieving the goals and objectives specified . Strategic vigilance is described as "questioning rival actions, technological developments, monitoring commercial strategies, learning new consumer needs, and generally monitoring the environment" (Lamine and Omar, 2017:5). All of these actions are a part of the strategic vigilance,



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which aids in organizing the monitoring, testing, interpretation, and dissemination of information duties in order to enhance critical organizational decisions.

Strategic vigilance dimensions: The majority of experts and scholars concur that there are four dimensions of strategic awakening, namely (Brouard, 2000:4), (Dumas et al, 2004:5-6), (Isabelle, 2008:2), (M.,Akli, 2008:17), (Lamia, 2009:21), and (Grine, 2010:12):

1. Technology Alert:

The monitoring and analysis of the scientific and technical environment by an organization in order to spot possibilities and risks is known as technology vigilance. When utilized to obtain technological innovations (patents) by sharing and applying scientific and technological information to improve goods, processes, and manufacturing techniques, it enables the organization to learn about new technologies relevant to its work activity and increases competitiveness. (Jakobiak,2012:1).

2. Marketing vigilance:

gathering, analyzing, and distributing data on the market that the company serves. This kind of watchfulness is based on the following: competitors, consumer market, and market developments (Marnat,2009:4). The challenge facing any organization is its social importance, so marketing managers must keep up with new social trends and the desires and orientations of consumers through a process vigilance that brings them wealth. Marketing vigilance is the availability of information for the leaders of the organization that helps them better understand new markets and modern trends in the direct environment of the sector in which they work. The information that is gathered, analyzed, and then turned into meaningful information is sent throughout the company in order to be ready to support certain marketing actions, which is market orientation. (Lewis & Chambers,20005:88).

3. Competitive vigilance: the process of looking for and analyzing information on the company's rivals, including present and potential direct and indirect rivals. It keeps an eye on the tactics, price plans, and financial performance of rivals. (Khalifa, 2015:47). He continues, saying that competitive awakening seeks to understand the following (Hilmi, 2009:22–23):

- The actual potential and talents of rivals.
- The performance, tactics, and awareness of the news of rivals.
- Competencies and skills of present rivals.
- Inferences and choices made by rivals.
- Activities that the rival is unable to carry out.

4. Environmental Vigilance : By gathering data on all environmental developments and occurrences that affect organizations and their surrounds, environmental vigilance aims to maintain control and monitoring. The implementation of environmental vigilance is a challenging task for organizations, and because it pertains to a wide range of environmental issues, the organization must handle information with great care when analyzing, processing, and sending it to decision-makers so that they, in turn, can identify the fundamental data in the vigilance process. (Al-Maliki,2016:56) .

Second: Information Quality:

Researchers and academics have several different opinions about defining the concept of information quality, as some of them describe it to give it the characteristics and features of



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information, and despite this discrepancy, most researchers express information quality as the basis upon which the organization relies in achieving its success.

Both (AlShibly & Louzi,2014:25) argue that it is the appropriate information for use by information consumers. As for (Gorla & Wong, 2016:18), they said that it is the degree to which the characteristics of the data have reached, which meet the stated and implicit needs when used in certain circumstances. Or is the organization's interest in maximizing the value of information to suit consumer needs? (Floridi,2016:25). Or it is a process of using information and the extent of trust in it, as the more reliable the information, the higher its quality (Al-Shawabkeh, 20:2017). As for (Bossé & Galina,2019:8), he saw it as the degree to which information contains content, form, and time. While (Abdullah & Omar,2018:37) defined it as the ability to satisfy the declared and implicit needs of the information consumer. (Rogova & Galina,2019:406) defined it as the degree to which information characteristics are dependent for the purpose of achieving certain goals. While (Markey,2019:12) saw it as the degree of information expected and trusted by users for the purpose of meeting their needs. As for (Yusoff & et al,2019:137), they are the normative basic requirements required to meet the required quality, and be relevant, reliable and comparable.

Second: the importance of information quality:

The quality of information is the driving nerve in any organization, whether it is a private one that aims for profit or a public one that provides services, and accordingly (Gplqwg,2010:304) following remarks highlighted the significance of information quality:

- 1- Contribute to increasing confidence indicators in the organization that depend on this information.
- 2- Organizations that depend on the quality of information can perform their functions efficiently and effectively and reduce risks and responsibility.
- 3- Its mediocrity leads to a lack of trust in organizations, as it undermines the organization's ability to ensure fair results and increases the risk of harm to all individuals.
- 4- Its weakness exposes the organization to risks that may negatively affect the organization. These risks range from loss of life to financial losses.

Fifth: Dimensions of information quality:

Studies indicate that there is an emphasis from various studies on the quality of services as they play a major role in the progress of organizations, and (Eppler,2006:22) referred to the characteristics of information quality as the challenge that the organization faces in obtaining information with characteristics that activate the quality of information, and the literature indicates Specialized and theoretical research that the dimensions of the quality of information are numerous and differ from one organization to another (Al-Saadi and Zabbar,2013:15). According to (Boss & Rugova,2019:9-17), it is divided into (the quality of the information source, the quality of the information content, and the quality of the information presentation). As for (Riesener & et al.,2019:308), it was divided into (timing, credibility, reliability, interpretation, portability, sufficiency and trust) . And in line with the nature of the work of the study sample companies, the model (Al-Dheeb and Milad,2020) will be adopted as a measure of the quality of information variable. Below, these dimensions will be briefly discussed as follows:

- 1- Accuracy of information : One of the most important pillars of success, and it can be defined as the correct output information, being one of the advantages of the quality of the intrinsic data that includes the elimination of error or closeness to the truth, it is the degree to which the information



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corresponds to reality, accuracy depends on how the data is collected, and it is usually judged by By comparing several measurements from the same or simply different sources, the data is used to provide insight so that organizations are able to improve the day-to-day decisions they make (Best man, 2020:35).

2- Comprehensiveness of information: It is the ability of information to reflect a clear and complete picture of the problem or phenomenon about which a decision is to be taken (Al-Badrany,2017:124). The information must be comprehensive for all times (past, present and future) in order to make effective and quick decisions (Al-Khumais & Wal-Iblah,2018: 254).

3- The appropriateness of the information: one of the fundamental qualities that should influence decision-making. It is incorrect to use information that does not assist in the decision-making process or does not alter the decision-perspective maker's (Boss & Rugova ,2019:17).

4- Information trust: It is the focus on the amount of information derived from a reliable source or sources (Firmani,2015:8). Where the information it provides to make the decisions that it intends to take at the various levels of the organization of the organization must be of close and regular relevance. One of the advantages of this feature is that the information provided is realistic and corresponds to reality data in form, content, and direction (Al-Dheeb and Milad, 28:2019).

Third : Strategic performance : One of the subjects that is thought to be crucial to attaining the administration's objectives is the topic of performance. It has become a permanent and real success for organizations, and through it a new concept appeared in the science of management, which is strategic performance, which is expressed in the extent to which the organization achieves those goals, so this topic deals with the concept of strategic performance, its importance and its measures, which will be briefly explained as follows:

1-: The concept of strategic performance:

(Musa and Karji,2016:6) touched on performance as (the final results of the organization's activities for the purpose of achieving goals by investing its resources efficiently and effectively).While (Abu Ahmed and Al-Abedi,2017:503) defined it as (the feasibility of the organization for the purpose of achieving results to meet the needs and maximize the value of the organization. As for (Al-Sheikhly and Al-Jawfi,2017:335) they see it as the ability of the organization and the reflection of its ability for the purpose of achieving its goals by using human resources and investing them in an appropriate manner Both (Krishnan & Islam,2019: 8) say that it is enhancing the ability of the organization to develop new products and services that can lead to improving customer satisfaction . As for (Juma,2019:22) they define it as a set of measures that organizations use to evaluate their capabilities and how to use their resources to achieve Its objectives (Khawaldeh & Rawashdehd,2020:393) Enhancing the ability of the organization to develop its services for the purpose of satisfying customers.

2-: Strategic performance measures:

1- Financial Perspective: The balanced scorecard's financial perspective is different from that of conventional measurements that depend on financial data. This viewpoint, which takes its name from the bottom line, is predicated on the notion that social organizations support and provide aid for a range of social and environmental challenges in order to give back to society. (Mamabolo & Myres,2020:4). As the financial perspective succeeds in implementing the organization's strategies and reflects a comprehensive perspective of the organization's performance towards the



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stakeholders with the organization (senior management, shareholders, customers, financiers) (Maberuk and Beljazia,2018: 137).

2- The perspective of the beneficiaries: Most business organizations in contemporary days depend on the requirements and needs of the beneficiaries, as this perspective reflects the great interest of the organization because this perspective contains goals related to the methods through which customers can be satisfied and fulfill their desires by providing services and the speed of response to complaints. A set of common characteristics by organizations that include characteristics of products and services, customer relationship, images and reputation, as Kaplan & Norton (2015:50) developed multiple measures of the extent to which successful results were achieved for the beneficiary perspective strategy (market share, beneficiary satisfaction, acquisition of new beneficiaries, retention of existing beneficiaries, profitability of the beneficiaries)

3- The internal operations perspective: There are several critical processes that the organization should distinguish and achieve superiority over other organizations (Juma,2019:512), as this perspective allows managers to know how their business will be operated that is in line with the requirements of customers, as this dimension focuses On the important internal operational factors and procedures that enable the organization to distinguish and thus lead to fulfilling the desires of customers expected of it efficiently and effectively and after-sales services that are the last operations and include maintenance after delivery to the customer and include three measures (production cycle efficiency, quality, productivity) (Saeed ,2017:52), and also includes in this aspect inventions and innovations that lead to the introduction of new products and services that achieve the satisfaction of existing and new customers (Rania & et al.,2020:108).

4- The perspective of learning and growth : How does the organization continue to improve and create value is the question raised by this perspective, as the organization can determine its most important goals through this perspective that enable it to compete successfully (Jaber & et al.,2019:138), and what are the activities and measures that the organization takes To ensure growth, as business improvement processes alone are not sufficient for long-term prosperity, the organization must develop new processes that can include timely measurement, business models, training, development, and process improvement (Al-Jabri,2019:350).

Second: the importance of strategic performance : The idea of strategic performance has become extremely important in all organizations since a system's capacity for stability, expansion, and survival is correlated with its performance, just as it is with an organization's potential to endure or to fade away and fail. organization to fulfill its objectives and its relationship to its continued existence, as it is thought necessary that organizations always attempt to measure (Mohammed,2008:108). On the other hand, (Neely,1999:207) refers to the huge amount of research, studies and books related to the study of strategic performance, and wonders about the reason for the recent interest in this concept. Therefore, he suggests that there are main reasons for this interest represented by the changing nature of work, increasing competition, innovations and continuous improvement, Change in organizational roles, change in external demands, strength of information technology, national and international awards.

The third topic: the practical side :

First: the normal distribution test :

1- Verifying the data's normal distribution for the study's variables



Table (1) shows the test results for the data of the variables of strategic vigilance, information quality, and strategic performance

Variables	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Sig.	Df	Statistic	Sig.	Df	Statistic
Strategic vigilance	.200	133	.055	.554	133	.991
Information quality	.087	133	.072	.119	133	.984
strategic performance	.086	133	.094	.120	133	.984

From Table (1) it is clear that the value of the level of significance for the research variables is greater than the level of significance (0.05), and this means that the data follow a normal distribution.

Secondly : Tool consistency and stability

1- The structural stability of the research measurement tool : Reliability refers to the consistency of the research scale and the stability of the results that can be obtained from the scale over different periods of time. The constructive stability of the measurement tool (Construct Reliability) is verified Cronbach's alpha test is used. Using the Cronbach's alpha correlation coefficient, which is displayed in Table, the tool's dependability coefficient has been computed (2).

Cronbach's alpha for the variable	Variable
0,953	Strategic vigilance
0,954	Information quality
0,953	strategic performance
0,959	all parts of the questionnaire

Table (2) demonstrates that the Cronbach alpha coefficient values ranged between (0.959-0.953), and that this value is greater than (0.70), which denotes that the tool is characterized by consistency and internal stability. This value is statistically acceptable in administrative and social research.

Third : Survey's validity and reliability: Finding the correlation coefficient between the scores of the individual questions and the scores of the paired questions in the questionnaire serves as a summary of the split-half approach, which is used to test reliability. The Spearman-Brown



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equation adjusts the correlation coefficient. According to the equation, if the dependability coefficient is (0.67), it is sufficient. When using this method to conduct research using the questionnaire as a tool, it was discovered that the correlation coefficient for the questionnaire was (0.881), indicating that it has good stability with its various measures and can be used at various times and for the same people and produce the same results.

Fourth : Testing correlations and influence

1: The relationship between information quality, information quality, and strategic performance is analyzed : The results of the correlation analysis were as follows: Pearson correlation is used to determine the strength and direction of the relationship between variables. It represents the positive correlation between two variables up to the point where an increase in one variable results in an increase in the other variable, while the negative correlation refers to an increase in one variable that results in a decrease in the other variable.

A - evaluating the first major research premise, which reads (there is a significant correlation between strategic vigilance and strategic performance)

Because the computed (t) value was (12.782) and was higher than the tabular (t) value of (1.984), Table (3) demonstrates that the correlation coefficient between strategic vigilance and strategic performance has achieved (0.745**) at the level of significance (0.000). This entails accepting the hypothesis that there is a significant link between strategic alertness and strategic performance, i.e., that there is a correlation between the two that is both significant and of a high level. In other words, it aids in reaching the company's goals more the more it benefits from strategic attentiveness. To the necessary strategic performance levels that the business cannot achieve without specific, unambiguous procedures laid out by the strategic vigilance variable.

B - Putting to the test the second primary research hypothesis, which states (there is a significant correlation between information quality and strategic performance)

The calculated (t) value was (9.703), which is greater than the tabular (t) value of (1.984), and this means that the hypothesis is accepted, which states) There is a significant correlation between information quality and strategic performance (i.e. there is a significant and good correlation between information quality and strategic p). The correlation coefficient between information quality and strategic performance was (0.647**) at the level of significance (0.000). This suggests that the level of strategic performance is actively and obviously influenced by the information quality in the surveyed organizations. the greater number When it enables you to bring these researched organizations up to the needed degree of strategic performance, you should use high-quality data and a high level of reliability with regard to environmental variables.



Table (3) shows the correlations between strategic vigilance, information quality and strategic performance

the independent variable	Correlation value and significance level	strategic performance	The calculated (t) value	The tabular value of (t).	Indication
Strategic vigilance	correlation	**0.745	12.782	1,984	Moral
	Sig		0.000		
Information quality	correlation	**0.647	9.703		
	Sig		0.000		Moral
** Correlation is significant at 0,01 level (2 – tailed)					

2- Impact analysis between strategic vigilance and information quality on strategic performance:

A - The study will be conducted using the basic linear regression model as follows, testing the third main hypothesis (there is a substantial influence of strategic vigilance on strategic performance):

$$Y = a + \beta (X)$$

$$Y = 0.782 + 0.778 (X)$$

As it appears from Table (6) the following :

1- The computed value of (F) between strategic vigilance and strategic performance was (163.388), which is greater than the tabular (F) value of (3.94) at the level of significance (0.05). Therefore, we accept the hypothesis that (there is a significant effect of strategic vigilance on strategic performance (at a level of significance (5%), with a confidence level of (95%), and this indicates that the strategic vigilance in the surveyed companies has a clear role in influencing their strategic performance, as the more this helped to achieve strategic performance, the more there is use and focus on the principle of strategic vigilance.

2- Strategic vigilance explains 56% of the variables that occur in the strategic performance, according to the coefficient of determination (²R) value of (0.555). The remaining percentage (0.44) is a result of factors that weren't taken into account in the research model.

3- The marginal tendency coefficient () value of (0.778) makes it obvious that increasing strategic alertness by one unit will result in an increase in strategic performance of (78%).

4- The value of the constant (a) in the equation was (0.782), meaning when the strategic vigilance is heading to zero, the strategic performance will not be less than this value.

B - The fourth primary sub-hypothesis, which claims that (there is a considerable effect of information quality on strategic performance), will be tested, and the analysis will be conducted using the following simple linear regression model:

$$Y = a + \beta (X)$$

$$Y = 1.051 + 0.667 (X)$$



Table (4) Analysis of the impact of strategic vigilance dimensions and information quality on strategic performance

Dimensions	dependent variable	fixed limit value (a)	Marginal slope coefficient value (β)	Determination coefficient (R^2)	The calculated (F) value	Tabular (F) value	Sig	indication
Strategic vigilance	Y strategic performance	0.782	0.778	0.555	0.587	3.94	0.000	Moral
Information quality	performance	1.390	0.587	0.587	34.783			0.000

- The value of (F) calculated between the quality of information in the strategic performance was (94.144), which is greater than the tabular value of (3.94) at the level of significance (0.05). As a result, we accept the alternative hypothesis, which claims that there is a significant impact of strategic vigilance on tactical performance (At the level of significance (5%), i.e. with a degree of confidence (95%). This proves that the quality of information has a significant and distinct influence on tactical performance. The more reliable information flows into the surveyed firms, the more this aids in achieving strategic performance.

2- Through the value of the coefficient of determination (R^2) of (0.418), it is clear that the quality of the information explains (42%) of the variables that occur in the strategic performance .

3 - The marginal slope coefficient (β) of (0.667) makes it obvious that improving the quality of information by one unit will result in an improvement in strategic performance of (67%)

4 - The strategic performance will not be less than this amount when the information quality is zero, according to the value of the constant (a) in the equation, which is (1.051).

C- the influence link is being tested (mediation):

The intermediate relationship test was conducted using the AMOS v.23 program to support the hypothesis that there is a substantial association between strategic alertness and strategic performance through mediating the quality of information, as Table (5) demonstrates (vigilance). Information quality, as demonstrated by the value of the coefficient (CR), whose values exceed the stated threshold of (1.96), is indicative of strategy, strategic performance, and information quality (2).

Table (5) The effect between the research variables							
Indication	P	C.R.	S.E.	Estimate	Variables		
Mora	***	11.569	0.065	0.752	Strategic vigilance	→	Information quality
Moral	***	10.597	0.077	0.816	Information quality	→	strategic performance
Moral	***	7.256	0.078	.566	Strategic vigilance	→	strategic performance

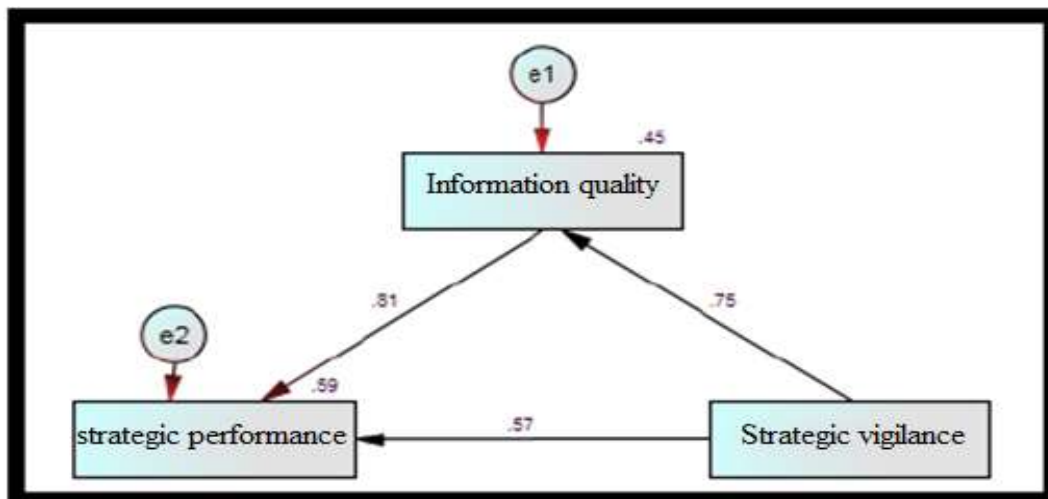


Figure (2)
The effect between search variables
(strategic vigilance in strategic performance by mediating information quality)

The fourth topic : conclusions and recommendations

First : conclusions

1. Information quality is a process before it is intelligence and a philosophy before it is useful. It is a mindset focused on gathering data from the organization's external environment, and it is a methodical process with specified processes and ways to gather such data in a wise way. The idea of quality can be different. Knowledge regarding other intelligence concepts (emotional, sentimental), but the quality of the information is a systematic intelligence process since they are behavioral concerns.

2- The use of information quality mechanisms will work on sustaining the strategy for a longer period of time and determining whether there is a need to occasionally reformulate new strategies. Information quality is a concept that is more flexible in diagnosis than strategy and that it is a continuous dynamic process.

3- There is a severe lack of literature on strategic vigilance. This was confirmed after the most significant international libraries returned through their official pages on the Internet, and there is



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no chapter or research devoted to this crucial variable in foreign books that are updated and reprinted every year for the most well-known authors in this field.

4- Entrepreneurs rely on knowledge frameworks to make decisions and judgments about these opportunities while assessing them and developing new businesses. These knowledge structures play the roles that determine the work, the course, and the expectations for the future of the entrepreneur.

5- The findings indicated that there is a good degree and considerable relevance of correlation between information quality and strategic performance, demonstrating that colleges that effectively employ information quality can achieve strategic performance.

6- The findings demonstrated a strong and significant association between information quality and strategic performance, demonstrating that colleges that effectively use information quality can achieve strategic performance.

7- The results demonstrated that there is a considerable effect of competitive intelligence on strategic performance

8- The findings revealed a considerable relationship between strategic attentiveness and strategic performance.

Second : Recommendations

1. For the competitive intelligence activity, an integrated strategy should be designed. A team of employees should be qualified to carry out the tasks of this activity, and the College Council should offer the required support.

2. The requirement for material, financial, and human resources in order to construct a competitive intelligence system.

3. The college uses a stringent information system and has work units within all of its organizational divisions to track recent developments in all other college development processes, with specialization in its work, and to submit reports to the relevant college body to be the main focus of the college administration's attention in formulating plans and developing strategies.

4- Gathering private data and information about rival universities, their methods, and any current or possible alliances in all directions in order to assess how these factors may affect the development and success of the institution.

5- The college should create a report on the accuracy of its data so that it may examine and compare the techniques used by rivals to take advantage of opportunities, counteract threats, and promptly handle new risks.

6. Concentrating on the development of metrics to gauge the caliber of information produced within the college.

7- The college should set aside a specified amount of money for the competitive intelligence activity and not focus on the immediate financial benefits.

8- The college should encourage a culture of information quality in order to support the interchange of knowledge and ideas between individuals and departments and make the quality of information a successful practice. Ideas, or more specifically, their lack of knowledge management, will continue to cause the college's troubles.

9- Focus on building strong foundations for the company's information quality process, which may be used to lower abrupt risks by spotting opportunities and hazards in the workplace.



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10- The college should foster a culture of competition within itself. For this to occur, the right environment for competitive intelligence must be created, and this calls for ongoing employee training that emphasizes the value of information quality and the outcomes the college will achieve when using competitive intelligence.

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