

THE ROLE OF BUSINESS MODELS IN ORGANIZATIONAL REPUTATION CAPITAL: ANALYTICAL RESEARCH IN A SAMPLE OF PRIVATE COLLEGES IN BAGHDAD CITY

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ABSTRACT

Given the intensity of competition in the private higher education sector and the large number of private colleges and universities and the desire to upgrade the level of this sector, the researcher chose to apply this research. What is the nature of the relationship between these two variables? The importance of the research lies in forming clear visions for the society and the research sample about the main variables and its constituent dimensions. For the reputational capital of the organization, the research in the private higher education sector was applied to Al-Turath and Al-Rafidain faculties where the final research sample reached a total of (71) individuals. The researcher on a set of statistical tests such as (validation factor validation, test Alpha Kronbj, averages, standard deviation ...), the faculties of heritage and Mesopotamia University interested in business models and capital of organizational hearing and the dimensions of each, continue and increase support for all activities that Of his business Upgrading the concept of business models and the concept of a reputable organizational capital.

Keywords: business models , reputational capital .

INTRODUCTION

To ensure that the organization remains competitive and increase market share, organizations must adopt effective business models to manage their core capabilities, particularly if they operate in highly competitive markets. Organizations must rely on the business model appropriate to their activities and field

of work. Good knowledge of stakeholder needs. Business models are an important part of the toolkit for innovation management, Especially in fast-growing sectors, the business model helps in understanding, analyzing and communicating business logic among stakeholders The organizational reputation of the organizations is a strategic resource of great value and best certain to achieve all the

desired goals, and at the same time that its management aspires to consolidate the effort in its endeavor to work transparently with stakeholders who are interested in benefiting from the survival of the continued growth and prosperity and access to standing in which they compete. The good qualities of the organization lead the organization to achieve an organizational reputation recognized by stakeholders leads to the organization or that referred to in Lebanon, and any loss of transparency would make the future of the reputation of the organization exposed to risks in the face of strong competition, the adoption of a model Specific action by the organization must be exercised with complete transparency, caution and briefing, because organizational reputation is the most precious of what organizations aspire to today.

LITERATURE REVIEW

A . Business models

Research into business models requires a conceptual enhancement for cumulative development. Conceptual introductions were developed several decades ago, and a review of them would not only help researchers interpret current literature but also guide future model building and development of related theories (Snow & et, al, 2017: 2). The term business models first appeared in a related scientific article (Bellman & et, al, 1957), and the term business models appeared as a title in a scientific article (Jones, 1960), before the term business models gained popularity there were propositions close to this concept Among them are models of performance effectiveness and business performance. These include the Miller & Rice 1967 model, which conceived the organization as a task system defined as a system of activities required to complete the conversion of inputs into outputs, as well as the human and material resources needed to perform activities as basic operations, maintenance and organizational processes were the core of the model. Other models of organizations, for example, flows of formal and informal power (hierarchy), work materials (ie production processes), communications and information (such as management and control), and other things close to the concept of growth have been envisaged. Business modeled the idea of business

(Normann 1977) and the decision-making it brought (Mintzberg, 1979). The value chain model (Porter, 1985) consists of core and support activities. The emergence of a model (7S of McKinsey Peters & Waterman, 1982), which depicts organizations as seven-component systems (strategy, structure, systems, shared values, style, staff, and skills). Service Management System (Norman, 1983) and the Organization-based Emergency Model of Operations (Boer & Krabbendam, 1999) (Taran& Boer, 2015: 304). The closest study of the concept of business models is what Drucker (1954: 29) said when asked the question of what business is and when answering that question he explained that the main elements of the business model, on the other hand (Forrester, 1958) presented a theoretical statement linking the elements of business models. Business by organizational processes he called the Company Model. Business models are the way in which an organization creates, achieves and benefits value.

B . Organizational Reputation Capital

The first definitions of the notion of reputation are mentioned in the Webster Dictionary (1913) as "the appreciation of a person, a reputation in public opinion, a reputation attributed to someone, something or action" (Gotsi& M. Wilson, 2001: 24). Reputation was first studied academically by sociologists, focusing on the reputation of individuals. Studies included the impact of an individual's reputation on professional change, authority and decision-making for an individual (Chu Chen, 2011: 23). Economists between the years (1980-1989), where he described the reputation of the organization as a signal or attribute that can be transferred from the organization to customers to give some clues about the product of the organization and what distinguishes it from competitors producer(Keith& Colin, 1988: 443). The first writings in this field focused on the image of the organization rather than the reputation of the organization between the years (1960-1975), where researchers in this period presented the concept of the image of the organization synonymous with the reputation of the organization where they attribute that there is no good reason to separate the two concepts and that the reader will understand what he meant The researcher in his

writings without distinction between the two concepts (SH, Kennedy, 1977: 120) The subsequent studies focused on clarifying the relationship and differences between the concept of the reputation of the organization and the concept of the image of the organization and try to highlight the difference between the two concepts after the emergence of the importance of the reputation of the organization as a key factor for distinguishing the organization from Its competitors especially with intense competition and markets It became open to all to enter and compete for market share (P, Zweifel& L, Crivelli, 1996: 257) For the 1990s, the studies focused on clarifying the concept of the reputation of the organization and clarifying its importance to the organization and other related parties and clarifying the dimensions of the reputation. The organization as well as trying to break the link between the concept of reputation and image and identity and find the points of difference or similarity between these concepts, which are used in tandem by many individuals inside or outside the organization (A, Caruana, 1997: 109) In the field of strategic management was considered the concept of reputation The organization is a strategic resource or asset An organization that is difficult to move, difficult to imitate and cannot buy, this strategic resource provides a strong competitive advantage. The reputation of the organization is defined as a rare, immovable, and non-replaceable core strategic resource, which justified some researchers' use of the concept of reputation capital rather than reputation (Gotsi& M. Wilson, 2011: 24).

RESEARCH METOLOGY

A . The Problem of Research

The problem of research is embodied in two dimensions: the conceptual and applied dimensions. The conceptual dimension is represented by the lack of access to adequate theoretical framing about induction variables (business models, organizational capital), where it is still under development and to identify and address points of disagreement. Dimensions of search variables. The problem of research related to the applied side is the intensity of competition in the Iraqi private education sector and

the increasing number of private colleges, and the decline in the global rank of these colleges makes them to challenge how to develop their performance and potential and how to reach the points of excellence that make them outperform their competitors in the same sector.

B .Research Hypotheses

In order for the research to achieve its objectives and test the hypothesis scheme, two main hypotheses were adopted:

H1: There is a significant correlation of statistical significance between the business models and the capital of the organizational reputation, from which the following hypotheses emerge.

H2: There is a significant influence of business models on reputational capital.

The research aims to provide a theoretical framework for research variables to contribute to the development of the knowledge aspect of the researched organizations. Determine the levels of dimensions of business models in the research organizations. Highlighting the extent of the availability of the reputational capital dimensions of the organization in the research organizations. Measure the correlation between business models and their reflection on the research organizations. Demonstrate the impact of business models and their dimensions on the reputation of organizational reputation.

D .The importance of Search

The importance of research is two basic dimensions, which is the conceptual and practical dimension. Like it tap the search. The importance of the applied dimension is evident to us through the diagnosis of the role of research variables in the research sample, which helps to know the extent of the orientation of private colleges to support their business models and support the capital of organizational reputation, as well as to establish the relationship between the dependent variable and independent constituent of research. To this point

E .Sources of data collection

To reach the research objectives and test the hypotheses, the researcher relied in the collection of data on the following:

1-Theoretical side: Data collection has been adopted from sources of books, publications, letters and academic theses.

2-Practical side: Data were collected through the questionnaire and personal interviews with the research sample as well as personal observation in the field of application. (30) Paragraph, distributed among research variables The business models variable (18) is divided into four dimensions, while the paragraphs of the organizational reputation capital variable consists of (15) material distributed in three dimensions, and Table (1) shows the components of the questionnaire.

Table 1: Questionnaire Distribution Sources

source	Number of paragraphs	Sub-variables	Basic Variables		
(Brettel , 2012:95-96)	1-5	Organizational performance	Business Models	1	
	6-10	novelty			
	11-15	Efficiency			
	16-18	relations			
(Feito,et ,al,2019:6) (Fombrun&et,al,2015:12)	19-23	Governance	Organizational Reputation Capital	2	
	(Feito&et ,al,2019:6) (Agarwal& et,al,2014:9)	24-29			Quality of service
		(Agarwal& et,al,2014:9)			30-33

F .Community and Sample Research

The research community consists of 14 private colleges in Baghdad. The College of Heritage and Al-Rafidain College were chosen, which were selected on a number of bases (organizational age, number of students, departments and specializations). On previous controls. The research sample consists of administrative levels (dean, dean assistants, department heads, department rapporteurs, committee heads in departments), and they were selected because the nature of the research requires a degree of understanding and ability to answer the questionnaire.

G .Questionnaire Stability

To test the internal consistency of the questionnaire, the researcher relied on the Cronbach Alpha test. Table (2) shows the results of this test, and the results confirm that there is good consistency between the paragraphs of the measuring instrument and all dimensions exceeded the minimum acceptance (0.70).

I .Statistical Tools

The statistical program (SPSS_V.24) and Excel program were used for data entry , analysis and used this study following statistical methods:

Frequency percentages

(Mean, standard deviation, Coefficient of variation, Pearson Ranks, Cronbach Alpha, simple linear regression coefficient).

DATA ANALYSIS**A .Review and analyse research sample responses and interpret results**

Cronbach Alpha	Number of paragraphs	variable
	18	Business Models
0.932	5	Organizational performance
0.891	5	novelty
0.864	5	Efficiency
0.831	3	relations
	15	Organizational Reputation Capital
0.847	5	Governance
0.896	6	Quality of service
0.920	4	Social and environmental responsibility
0.962	33	Total

Table (3) shows the order of dimensions of the business models in the researched colleges and statistical differences based on (arithmetic mean, standard deviation, coefficient of difference.

Table(3)Comparing the results of the sample description between the two kidneys on the dimensions of the business models

Al-Rafidain College			Al-turath College			variable	
coefficient of difference	standard deviation	mean	coefficient of difference	standard deviation	mean		
0.16	0.94	5.7	0.13	0.82	6.07	Organizational performance	1
0.18	1.03	5.55	0.14	0.86	5.9	novelty	2
0.17	0.97	5.6	0.16	0.95	5.82	Efficiency	3
0.18	0.99	5.33	0.15	0.87	5.9	relations	4
0.17	0.98	5.5	0.14	0.87	5.92	Business Models	

The results of table (3) show that the performance variable came first in both kidneys and this is evidence of their interest in organizational performance significantly because of its impact on the position of the college in its highly competitive work environment, while the relationship variable came in last place despite obtaining evaluations Acceptable by the research sample and this indicates the need to give greater importance to this variable by senior management.

Table (4) shows a comparison of the results of the sample description between the two kidneys at the level of the organizational capital capital. The results show little variation between the two kidneys.

Table (4) Comparison of the results of the description of the sample between the two kidneys on the level of the Organizational Reputation Capital

Al-Rafidain College			Al-turath College			variable	
coefficient of difference	standard deviation	mean	coefficient of difference	standard deviation	mean		
0.19	1.12	5.64	0.15	1.05	6.04	Governance	1
0.19	1.11	5.72	0.17	1.04	5.97	Quality of service	2
0.20	1.18	5.6	0.15	1.05	6.04	Social and environmental responsibility	3
0.19	1.13	5.6	0.15	1.04	6.01	Organizational Reputation Capital	

The variable of governance came first in terms of importance in Al-turath College, which is evidence of the great awareness of the management of the college and the importance of this variable and affect the organization as a whole, while the quality of service came first in the Rafidain College The great impact in building a strong reputation among its customers, but after the quality of service came in the last rank of the Al-turath College, for the Rafidain College variable social responsibility and environmental in the last order of Heath attention Table (4) shows these results in detail.

B .Testing and analyzing the correlation

Table (5) shows the Testing and analyzing the correlation between business models and Organizational Reputation Capital The results of value of the correlation between the business models variable and the organizational capital variable is (0.095), This value is indicative of a weak direct relationship between the two variables, the value of the significance level (0.747), which is higher than (0.05), so we accept the null hypothesis (There is no correlation between business models variable and organizational reputation capital variable).

Table (5) the Testing and analyzing the correlation between business models and Organizational Reputation Capital

		Business Models	Organizational Reputation Capital
Business Models	Pearson Correlation	1	.095
	Sig. (2-tailed)		.747
	N	17	14
Organizational Reputation Capital	Pearson Correlation	.095	1
	Sig. (2-tailed)	.747	
	N	14	14

C .Testing and analyzing the effect

Table (6) shows the output of the simple linear regression test and shows that the value of the significance level (0.747) and this value is higher than (0.05), therefore we accept the null hypothesis (there is no relationship effect of the business model variable in the regulatory capital variable), and that the value (R²) means (0.009) and this value means that the independent variable explains what the value of (0.009) of the variance in the dependent variable, and the value of (t) (0.313) and the level of significance is equal to (0.747), which makes sure there is no relationship between the variables included in Analysis because its value is greater than (0.05).

Table (6) analysis of the impact of business models on the Organizational Reputation Capital

The dependent variable	Sig	F	R2	T	b	a	Independent variable
Organizational Reputation Capital	.747	.109	.009	313.	.05k4	.095	Business Models

CONCLUSION

The aim of this paragraph is to review the conclusions reached by the researcher in the light of the results of the practical side of the research with regard to research variables business models and organizational capital capital. The researcher reached a number of fundamental conclusions after analyzing the research data.

1 -The two Al-turath College and the Rafidain College are interested in the business models and the dimensions of it, and this is reflected in the answers of the research sample.

2 -The Al-turath College is primarily concerned with the concept of organizational performance among the dimensions of business models selected in the research.

3 -The dimension of governance is the dimension that gets the most attention from the Al-turath College among the dimensions of the capital of organizational reputation.

4 -The least interesting dimension Among the dimensions of business models attention of the Al-turath College is after efficiency.

5 -Among the dimensions of the reputation of the organizational reputation after the quality of service receives the least attention in the Al-turath College

6 -The reputation of the organizational capital variable gets the attention of the Faculty of Heritage and the Faculty of the Rafidain College.

7 -The first place of importance and among the dimensions of business models comes after the organizational performance for the Rafidain College.

8 -With respect to the dimensions of the capital reputation of the organization comes after the quality of service in the first place of importance and for the Rafidain College.

9 -It is important to come after the relations of the last rank among the dimensions of business models in the Rafidain College.

10 -The social and environmental responsibility dimension is the least important dimension of the reputational capital of the Rafidain College.

11 -The business models variable has a significant correlation and influence relationship with the reputation of organizational capital variable, is whenever the faculties have interest in business models whenever there is a correlation and influence with the Organizational Reputation Capital .

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