



جامعة الموصل
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اثر ممارسات الإنتاج الانظف في تحقيق الميزة التنافسية المستدامة

رسالة ماجستير

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المستخلص

هدفت الدراسة إلى معرفة تأثير ممارسات الإنتاج الانظف بأبعاده المتمثلة بـ(استبدال المواد الأولية ، التغيير التكنولوجي ، إعادة التدوير، التدبير الإداري الجيد، تطوير عمليات الإنتاج) في تحقيق الميزة التنافسية المستدامة المتمثلة بأبعادها (الموارد ، القدرات ، الكفاءات)، وتمثل ميدان الدراسة في شركة كبريت المشراق، وطبقت الدراسة على عينة بواقع (170) مستجيب من الأفراد العاملين في الميدان المبحوث.

إذ اعتمدت الدراسة على المنهج الوصفي التحليلي، مع استعمال الاستبانة بوصفها الأداة الرئيس لجمع البيانات المتعلقة بالجانب الميداني، فضلاً عن إجراء المقابلات الشخصية، إذ تم وصف المتغيرات الرئيس والفرعية وتم تحليل علاقات الارتباط والتأثير والفروقات بين متغيراتها، إذ تم صياغة تساؤل رئيس عبر عن مشكلة الدراسة مفادها هل تؤثر ممارسات الإنتاج الانظف في مساعدة ادارة الشركة العامة لكبريت المشراق في اكتساب الميزة التنافسية المستدامة؟ للوصول إلى الأهداف الموضوعية ورغم إدراك أهمية هذه الممارسات ، إلا أن مدى تطبيقها الفعلي داخل معمل كبريت المشراق، ومدى انعكاسها على تعزيز الميزة التنافسية المستدامة - مثل خفض الكلف، تحسين الجودة، الابتكار، والالتزام بمعايير الاستدامة - ما يزال غير واضح. كما أن غياب دراسات ميدانية حديثة تستطلع آراء العاملين حول واقع تطبيق الإنتاج الأنظف، قد يخلق فجوة معرفية تحول دون اعتماد استراتيجيات تطوير فعالة.

ولأجل معالجة البيانات والمعلومات استعملت الأساليب الإحصائية العديدة وهي (التكرارات والنسب المئوية والأوساط الحسابية والانحرافات المعيارية) باعتماد البرامج الإحصائية الجاهزة (SPSS. V28) لاختبار فرضيات الدراسة والتأكد من صحتها، وقد توصلت الدراسة بناءً على نتائج التحليل الإحصائي إلى عدد من النتائج أهمها وجود علاقة ارتباط وتأثير معنوي وعلى المستويين الكلي والجزئي للإنتاج الانظف في الميزة التنافسية المستدامة .

وفي ضوء النتائج التي توصلت إليها الدراسة وضعت عدداً من المقترحات كان أهمها، التحول نحو منظومة إنتاج صناعي صديقة للبيئة من خلال تبني التقنيات الحديثة ذات الكفاءة العالية في استهلاك الطاقة والمواد ، فضلاً عن تعزيز ثقافة الإنتاج الأنظف داخل المنظمات الصناعية عبر إشراك العاملين في برامج التوعية البيئية والتدريب المستمر .

الكلمات المفتاحية: ممارسات الإنتاج الانظف، الميزة التنافسية المستدامة، شركة كبريت المشراق.

Abstract

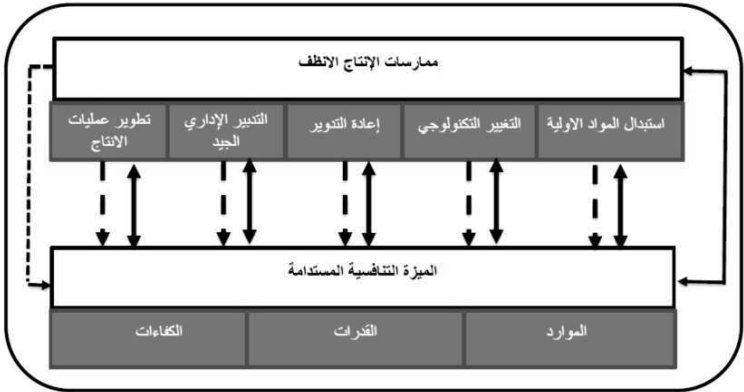
This study aimed to determine the impact of cleaner production practices, with their dimensions of (raw material substitution, technological change, recycling, good management, and production process development), on achieving a sustainable competitive advantage, represented by its dimensions of (resources, capabilities, and competencies). The study field was Al-Mishraq Sulfur Company, and the study was conducted on a sample of (170) respondents from individuals working in the field.

The study adopted a descriptive-analytical approach, using a questionnaire as the primary tool for collecting data related to the field, in addition to conducting personal interviews. The main and sub-variables were described, and the correlations, influences, and differences between them were analyzed. The main research question, which expressed the study problem, was: Do cleaner production practices help the management of Al-Mishraq Sulfur Company acquire a sustainable competitive advantage? Despite recognizing the importance of these practices, the extent of their actual implementation within Al-Mishraq Sulfur Company, and their impact on enhancing a sustainable competitive advantage—such as reducing costs, improving quality, fostering innovation, and adhering to sustainability standards—remains unclear. Furthermore, the lack of recent field studies surveying employee opinions on the implementation of cleaner production practices may create a knowledge gap that hinders the adoption of effective development strategies.

To process the data and information, several statistical methods were employed, including frequencies, percentages, means, and standard deviations, using the SPSS version 28 statistical software to test and validate the study's hypotheses. Based on the statistical analysis, the study reached several conclusions, most notably the existence of a significant correlation and impact, at both the macro and micro levels, between cleaner production and sustainable competitive advantage.

In light of these findings, the study developed several recommendations, the most important of which is the transition to an environmentally friendly industrial production system through the adoption of modern technologies that are highly efficient in energy and material consumption. Additionally, the study recommends promoting a culture of cleaner production within industrial organizations by involving employees in environmental awareness programs and ongoing training.

Keywords: Cleaner production practices, sustainable competitive advantage, Al-Mashraq Sulfur Company.

HIGHLIGHTS	GRAPHICAL ABSTRACT
<p>The study tested its hypotheses and confirmed, through statistical analysis, a significant correlation and influence between cleaner production practices and sustainable competitive advantage, both at the overall and partial levels. Based on these findings, the study recommends transitioning to an environmentally friendly industrial production system by adopting modern, energy- and material-efficient technologies, and fostering a culture of cleaner production within industrial organizations through employee participation in environmental awareness and continuous training programs.</p>	 <p>The diagram illustrates the relationship between Cleaner Production Practices (ممارسات الإنتاج الأنظف) and Sustainable Competitive Advantage (الميزة التنافسية المستدامة). The top box, 'ممارسات الإنتاج الأنظف', contains five sub-categories: 'استبدال المواد الأولية' (Substitution of raw materials), 'التغيير التكنولوجي' (Technological change), 'إعادة التدوير' (Recycling), 'التدبير الإداري الجيد' (Good administrative management), and 'تطوير عمليات الإنتاج' (Development of production processes). The bottom box, 'الميزة التنافسية المستدامة', contains three sub-categories: 'الموارد' (Resources), 'القدرات' (Capabilities), and 'الكفاءات' (Competencies). Bidirectional arrows connect each of the five top categories to the bottom box. A feedback loop arrow connects the bottom box back to the top box, indicating a continuous process.</p>
Keywords:	ABSTRACT
<p>Cleaner Production Practices</p> <p><i>Sustainable Competitive Advantage</i></p> <p><i>Al-Mishraq Sulphur Company</i></p>	<p>The study aimed to investigate the impact of cleaner production practices, represented by their dimensions (substitution of raw materials, technological change, recycling, sound administrative management, and development of production processes), on achieving sustainable competitive advantage, represented by its dimensions (resources, capabilities, and competencies). The field of study was Al-Mishraq Sulphur Company, and the research was applied to a sample of 170 respondents from employees working in the studied field.</p> <p>The study adopted the descriptive-analytical approach, using the questionnaire as the main tool for collecting field data, in addition to conducting personal interviews. The main and sub-variables were described, and the relationships of correlation, influence, and differences among them were analyzed. A central research question was formulated to express the problem of the study: <i>Do cleaner production practices help the management of Al-Mishraq Sulphur Company in acquiring sustainable competitive advantage?</i> Although the importance of these practices is recognized, the extent of their actual application within Al-Mishraq Sulphur Plant and their reflection on enhancing sustainable competitive advantage—such as cost reduction, quality improvement, innovation, and compliance with sustainability standards—remains unclear. Furthermore, the absence of recent field studies exploring employees’ perspectives on the reality of cleaner production practices may create a knowledge gap that hinders the adoption of effective development strategies.</p>

	<p>For data and information processing, several statistical methods were employed, including frequencies, percentages, means, and standard deviations, using the statistical software (SPSS V.28) to test the study's hypotheses and verify their validity. Based on the statistical analysis results, the study concluded that there is a significant correlation and influence, both at the overall and partial levels, between cleaner production and sustainable competitive advantage.</p> <p>In light of the findings, the study proposed several recommendations, most notably the transition toward an environmentally friendly industrial production system through adopting modern technologies with high efficiency in energy and material consumption, as well as promoting a culture of cleaner production within industrial organizations by involving employees in environmental awareness programs and continuous training.</p> <p>Keywords: Cleaner Production Practices, Sustainable Competitive Advantage, Al-Mishraq Sulphur Company</p> <p>E-Mail: Jabalazizs@gmail.com https://Uomosul.edu.iq/libcentral E-Mail: central_library@Uomosul.edu.iq</p>
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