



جامعة الموصل
كلية الإدارة والاقتصاد

اسهام استراتيجيات التصنيع الأخضر في تعزيز النجاح الاستراتيجي

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المستخلص

يعد النجاح الاستراتيجي هدفاً أساسياً تسعى إليه جميع الشركات الصناعية لضمان استمراريته وتعزيز قدرتها التنافسية ، وفي ظل ازدياد الاهتمام العالمي بالتنمية المستدامة وتقليل الأثر البيئي للأنشطة الصناعية أصبحت استراتيجيات التصنيع الأخضر خياراً استراتيجياً تسعى الشركات الى تبنيه لتحقيق التوازن بين الأداء الاقتصادي والمسؤولية البيئية.

بالتالي، سعى البحث الحالي إلى تحديد فيما اذا كان لاستراتيجيات التصنيع الأخضر بدلالة ابعادها (التخفيض، إعادة التدوير، إعادة الاستخدام) اسهاماً في تعزيز النجاح الاستراتيجي بدلالة ابعاده (البقاء، التكيف، النمو) سعياً من الباحث لمعالجة مشكلة البحث الميدانية المتمثلة في غياب مؤشرات واضحة لقياس تأثير تطبيق هذه الاستراتيجيات على الأداء العام للشركة قيد البحث، مما أدى الى عدم وضوح اسهاماتها الفعلية في تحقيق النجاح الاستراتيجي وبناء على ذلك تم اعتماد مخطط فرضي انبثق عنه مجموعة من الفرضيات بهدف اختبارها سعياً لتقديم تفسيرات حول طبيعة علاقة الارتباط والأثر بين المتغير المستقل (استراتيجيات التصنيع الأخضر) والمتغير المعتمد (النجاح الاستراتيجي).

ولغرض الحصول على البيانات والمعلومات التي تخدم أهداف البحث والاجابة على تساؤلاته، فقد تم الاعتماد على استمارة الاستبانة، وتم اختيار الشركة الموصل للحديد والصلب ميداناً للبحث، أما عينة البحث فشملت (40) فرداً من العاملين في الشركة قيد البحث. وقد تم استخدام المنهج الوصفي التحليلي لتحليل اجابات الافراد المبحوثين باستخدام عدد من الأساليب الاحصائية بالاعتماد على البرنامج الاحصائي (SPSS.V.25) وفي ضوء اختبار فرضيات البحث تم التوصل إلى مجموعة من الاستنتاجات كان من اهمها أن النجاح الاستراتيجي يستمد مقومات تحقيقه وتحسينه من تطبيق الشركة قيد البحث لاستراتيجيات التصنيع الأخضر أجمالاً أو انفراداً، وعلى اساس تلك الاستنتاجات تم تقديم مجموعة من المقترحات لإدارة الشركة قيد البحث أهمها يفترض على ادارة الشركة قيد البحث إيلاء اهتمام أكبر بالتصنيع الأخضر وفقاً لاستراتيجياته المعتمدة، بوصفها نقاط قوة وأداة مهمة لتعزيز النجاح الاستراتيجي، وعليه لابد من التركيز عليها وتفعيلها لتصبح أكثر كفاءة في استعمال مواردها ومسؤوليتها اتجاه البيئة والمجتمع.

الكلمات المفتاحية: استراتيجيات التصنيع الأخضر، النجاح الاستراتيجي، شركة الموصل للحديد والصلب.

Abstract

Strategic success is a key objective that all industrial companies strive for to ensure their continuity and enhance their competitiveness in a market that is witnessing rapid environmental and economic changes. In light of the increasing global interest in sustainable development and reducing the environmental impact of industrial activities, green manufacturing strategies have become a strategic option that companies seek to adopt in order to achieve a balance between economic performance and environmental responsibility.

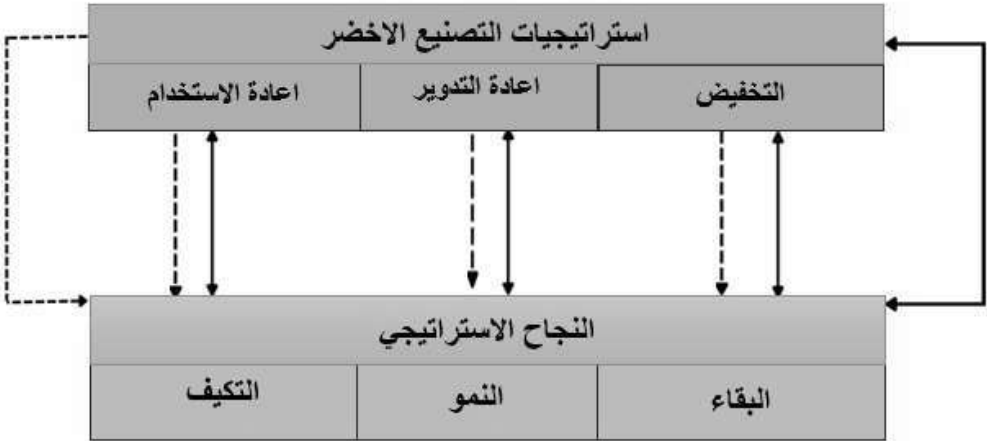
Therefore, the current research sought to determine whether green manufacturing strategies, as measured by their dimensions (reduction, recycling, reuse), contribute to enhancing strategic success as measured by their dimensions.

(Survival, Adaptation, Growth) Within an exploratory study that included the opinions of a sample of individuals working at Mosul Iron and Steel Company, the researcher sought to address the field research problem represented by the absence of clear indicators to measure the impact of applying these strategies on the overall performance of the company under study, which led to the lack of clarity of their actual contributions to achieving strategic success, which limits the ability of the company under study to evaluate the efficiency of its environmental initiatives and develop them in a way that supports its survival, adaptation and growth in the changing competitive business environment.

Accordingly, a hypothetical scheme was adopted, from which a set of hypotheses emerged, with the aim of testing them in an effort to provide explanations about the nature of the relationship and impact between the independent variable (green manufacturing strategies) and the dependent variable (strategic success).

To obtain data and information that would serve the research objectives and answer its questions, a questionnaire was used. The Al-Mawasel Iron and Steel Company was chosen as the research site, and the research sample consisted of (40) employees of the company. The descriptive analytical method was used to analyze the responses of the respondents using several statistical methods based on the SPSS version 25 statistical program. In light of testing the research hypotheses, a number of conclusions were reached, the most important of which was that strategic success derives its elements for achievement and improvement from the company's application of the green manufacturing strategy, either as a whole or in part. Based on these conclusions, a set of proposals was presented to the company's management, the most important of which is that the company's management should give greater attention to green manufacturing in accordance with its adopted strategies, as it is a strength and an important tool for enhancing strategic success. Therefore, it is necessary to focus on and activate it to become more efficient in using its resources and more responsible towards the environment and society.

Keywords: Green manufacturing strategies, dimensions of green manufacturing, strategic success, dimensions of strategic success.

HIGHLIGHTS	GRAPHICAL ABSTRACT
<p>1. Chapter One: The Methodological Framework of the Research and Its Procedures</p> <p>2. Chapter Two: The Theoretical Framework of Green Manufacturing</p> <p>3. Chapter Three: The Theoretical Framework of Strategic Success</p> <p>4. Chapter Four: The Field Framework of the Research</p> <p>5. Chapter Five: Conclusions and Recommendations</p>	 <p>The diagram illustrates the relationship between Green Manufacturing Strategies and Strategic Success. At the top, a box labeled 'استراتيجيات التصنيع الأخضر' (Green Manufacturing Strategies) is divided into three sub-sections: 'إعادة الاستخدام' (Reuse), 'إعادة التدوير' (Recycling), and 'التخفيض' (Reduction). Below this, a box labeled 'النجاح الاستراتيجي' (Strategic Success) is divided into three sub-sections: 'التكيف' (Adaptation), 'النمو' (Growth), and 'البقاء' (Survival). Vertical double-headed arrows connect each sub-section of the top box to its corresponding sub-section in the bottom box. A dashed line on the left and a solid line on the right connect the main boxes, indicating a reciprocal relationship.</p>
<p>Keywords:</p> <p>Green Manufacturing Strategies, Strategic Success, Mosul Iron and Steel Company.</p>	<p>Abstract:</p> <p>Strategic success is a key objective that all industrial companies strive for to ensure their continuity and enhance their competitiveness in a market that is witnessing rapid environmental and economic changes. In light of the increasing global interest in sustainable development and reducing the environmental impact of industrial activities, green manufacturing strategies have become a strategic option that companies seek to adopt in order to achieve a balance between economic performance and environmental responsibility.</p> <p>Therefore, the current research sought to determine whether green manufacturing strategies, as measured by their dimensions (reduction, recycling, reuse), contribute to enhancing strategic success as measured by their dimensions. (Survival, Adaptation, Growth) Within an exploratory study that included the opinions of a sample of individuals working at Mosul Iron and Steel Company, the researcher sought to address the field research problem represented by the absence of clear indicators to measure the impact of applying these strategies on the overall performance of the company under study, which led to the lack of clarity of their actual contributions to achieving strategic success, which limits the ability of the company under study to evaluate the efficiency of its environmental initiatives and develop them in a way that supports its survival, adaptation and growth in the changing competitive business environment.</p> <p>Accordingly, a hypothetical scheme was adopted, from which a set of hypotheses emerged, with the aim of testing them in an effort to provide explanations about the nature of the relationship and impact between the independent variable (green manufacturing strategies) and the dependent variable (strategic success).</p> <p>To obtain data and information that would serve the research objectives and answer its questions, a questionnaire was used. The Al-Mawsel Iron and Steel Company was chosen as the research site, and the research sample consisted of (40) employees of the company. The descriptive analytical method was used to analyze the responses of the respondents using several statistical methods based on the SPSS version 25 statistical program. In light</p>

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**The contribution of the green manufacturing
Strategies to enhancing strategic success.**

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