



جامعة الموصل

كلية الإدارة والاقتصاد

الذكاء العاطفي ودوره في تعزيز الجدارات الوظيفية - الدور  
الوسيط لتسويق الذات : دراسة تحليلية لآراء عينة من الكادر  
التدريسي في جامعة الموصل

أطروحة دكتوراه  
إدارة الأعمال

سهيل لقمان عباس الفارس

بإشراف

الأستاذ الدكتور  
علاء عبدالسلام يحيى الحمداني

## المستخلص

تهدف الدراسة إلى بيان دور الذكاء العاطفي والمتجسدة بأبعاده (الوعي بالذات، الإدارة الذاتية، الدافعية، التعاطف، المهارات الاجتماعية) في تعزيز الجدارات الوظيفية والمتجسدة بأبعاده (الجدارات القيادية، الجدارات الرقمية، الجدارات الشخصية، الجدارات الإنتاجية) بتوسيط تسويق الذات عبر أبعاده المتجسدة بـ (الثقة بالذات، القدرة على الإقناع)، فضلاً عن تشخيص مستوى عناية الجامعة المبحوثة بمتغيرات وأبعاد الدراسة للخروج بمجموعة مقترحات تُعزز من تبني وممارسة هذه المتغيرات والأبعاد، وسعياً لتحقيق أهداف الدراسة والإجابة على تساؤلات مشكلتها الرئيسة المتجسدة بالتساؤل الرئيس (مدى وجود دور للذكاء العاطفي في تعزيز الجدارات الوظيفية لتدريسي الجامعة بتوسيط تسويق الذات؟)، تبني الباحث مخططاً فرضياً للدراسة يعبر عن اتجاهات وطبيعة العلاقة بين متغيراتها (الذكاء العاطفي، الجدارات الوظيفية، وتسويق الذات) في الجامعة المبحوثة، وانطلاقاً من أهمية متغيرات الدراسة ولاسيماً في القطاع التعليمي جرى تطبيقها ميدانياً في بيئة وزارة التعليم العالي والبحث العلمي جامعة الموصل، لتكون مجتمع الدراسة الملاكات التدريسية ممن يحملون ألقاباً علمية (أستاذ مساعد، أستاذ) كونهم مدعاةً للخبرة المطلوبة لتطبيق الدراسة الحالية والبالغ عددهم (١٨٨٤) تدريسياً في مختلف كليات الجامعة والبالغة عددها (٢٤) كلية علمية وإنسانية حسب الملحق (٥)، وفيما يتصل بالعينة فقد تم اختيارها قصدياً وقد اشتمل على (٣١١) تدريسياً، أما أداة الدراسة فتمثلت باستمارة الاستبيان التي تم عدها وفق مقياس لكرتي الخماسي، وقد اعتمد الباحث المنهج الوصفي التحليلي المتضمن الوصف والتشخيص، فضلاً عن مجموعة من الأساليب الإحصائية المتصلة بعلاقات الارتباط والتأثير التي تنطوي عليها البرامج الإحصائية (SPSS.V.26, AMOS.V.24)، وأسفر اعتمادها عدداً من الاستنتاجات لعل من أبرزها أن هناك دور وساطة تامة (كاملة) لتسويق الذات في العلاقة بين الذكاء العاطفي والجدارات الوظيفية.

**الكلمات المفتاحية:** الذكاء العاطفي، تسويق الذات، الجدارات الوظيفية، جامعة الموصل.

## **Abstract**

The study aims to explain the role of emotional intelligence and its dimensions (self-awareness, self-management, motivation, empathy, and social skills) in enhancing functional competencies in its dimensions (leadership competencies, digital competencies, personal competencies, productive competencies) by mediating self-marketing through its dimensions embodied in (self-confidence, persuasion), as well as diagnosing the level of interest of the researched university in the variables and dimensions of the study to come up with a set of proposals that enhance the adoption and practice of these variables and dimensions, and in pursuit of achieving the objectives of the study. The answer to the questions of its main problem, embodied in the main question: "Is there a role for emotional intelligence in enhancing the functional competencies of university teachers through the mediation of self-marketing?"). The researcher adopted a hypothetical diagram of the study that expresses the trends and nature of the relationship between its variables (emotional intelligence, functional competencies, and self-marketing) in the researched university.

Based on the importance of the study variables, especially in the educational sector, they were applied in the field in the environment of the Ministry of Higher Education, Research and Science at the University of Mosul, so that the study population was the teaching staff who hold scientific titles (assistant professor, professor) as they are a source of the experience required to apply the current study, which is (1884) teaching staff in the various faculties of the university, which are (24) scientific and humanities colleges according to Appendix (5), and a number of them were selected according to the website that indicated the selection of (195) teachers, but the researcher was keen. The researcher adopted the descriptive-analytical method that includes description and diagnosis, as well as a set of statistical methods related to the

correlation and impact relationships involved in statistical programs (SPSS V.26),(AMOS. V.24), and its adoption resulted in a number of conclusions, perhaps the most prominent of which is that there is a complete (complete) mediating role of self-marketing in the relationship between emotional intelligence and functional competencies.

**Keywords:** *Emotional Intelligence, Self-marketing, Functional Competencies , University of Mosul .*

# The Effect of ABS Polymer on Asphalt Mixtures Properties Containing Blowdown Waste as Sustainable Filler

Author: Amani Ammar Talib Ibrahim

Advisor: Al-Hadidy A.I.

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| HIGHLIGHTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | GRAPHICAL ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <ul style="list-style-type: none"> <li>• Performance tests of unmodified and ABS-modified CaCO<sub>3</sub>-DG mixtures were evaluated.</li> <li>• 1.5% ABS modified-CaCO<sub>3</sub> mixtures show higher resistance to rutting and moisture damage with lower cracking and fatigue resistance when compared with B-mixture containing 1%ABS.</li> <li>• B-mixture is a cost-effective solution and eco-friendly than CaCO<sub>3</sub> mixture for pavement application.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>Keywords:</b></p> <p><i>Emotional Intelligence, Self-marketing, Functional Competencies , University of Mosul</i></p>                                                                                                                                                                                                                                                                                                                                                         | <p><b>ABSTRACT</b></p> <p>The study aims to demonstrate the role of emotional intelligence as embodied in its dimensions (self-awareness, self-management, motivation, empathy, and social skills) in enhancing functional competencies in its dimensions (leadership competencies, digital competencies, personal competencies, productive competencies), by mediating self-marketing through its dimensions embodied in (self-confidence, persuasion), as well as assessing the level of attention paid by the university under study to the variables and dimensions of the study, in order to produce a set of proposals that promote the adoption and practice of these variables and dimensions. This is in pursuit of the study's objectives and to answer questions raised by its main research problem, embodied in the main question: "To what extent does</p> |

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|  | <p>emotional intelligence play a role in enhancing the functional competencies of university lectures through self-marketing?").The researcher adopted a hypothetical study design that reflects the trends and nature of the relationship between its variables (emotional intelligence, functional competencies, and self-marketing) at the university under study. And given the importance of the study's variables, particularly in the education sector, it was implemented in the field within the environment of the Ministry of Higher Education, Research and Science at the University of Mosul, with the study population comprising academic staff holding academic titles( Assistant Professor, Professor), as they possess the expertise required to apply the present study . Their number totals (1884) teaching staff across the university's (24) faculties of science and humanities, as per Appendix (6), With regard to the sample, it was selected purposively and comprised (311) teachers, the research instrument consisted of a questionnaire , which was scored using the five-point Likert scale. The researcher adopted a descriptive-analytical approach involving description and diagnosis, as well as a range of statistical methods related to the correlations and effects involved, utilizing statistical software (SPSS V.26, AMOS V.24), This approach yielded a number of conclusions the most notable of which is that self-marketing plays a complete mediating role in the relationship between emotional intelligence and functional competencies.</p> <p><a href="https://uomosul.edu.iq/libcentral">https://uomosul.edu.iq/libcentral</a></p> <p>E-Mail:central library @uomosul.edu.iq</p> <p>Suhail.bap41@student.uomosul.edu.iq</p> |
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**University of Mosul  
College of Administration  
And Economics**



**Emotional Intelligence and its role in enhancing  
the Functional Competencies: The Mediating  
Role of Self-Marketing: An analytical study of  
the Opinions of a sample of Lecturers at the  
University of Mosul**

**Suhail Luqman Abbas Al-Faris**

Ph. D. / Dissertation  
Business Administration

**Supervised By**

Prof. Dr. Alaa Abd Al-Salam Alhamadany

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