

Level of strategic orientation practice in education colleges at Yemeni universities and its relationship to meeting the requirements of the labor market in light of Excellence Management

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Abstract

The study aimed to measure the level of strategic orientation practice in education colleges at Yemeni universities and its relationship to meeting the requirements of the labor market in the light of Excellence Management. The researcher followed the descriptive analytical method in conducting the current study. A questionnaire was also used as an instrument to collect data from the sample of the study including (181) participant of (20) out of (38) colleges. The random cluster sampling method was used for selecting the representative sample from the population including (417) participants. The sample includes the leadership of the education colleges at Yemeni universities represented by (deans of colleges, their deputies, and heads of departments). The data was statistically analyzed using SPSS V21 program, Amos126, and other descriptive and statistical methods.

The study has concluded several key findings. Firstly, in terms of meeting the job market requirements, it achieved (mean 3.30) indicating a moderate level of significance, with a standard deviation (0.71). Secondly, the management of excellence obtained a mean of 2.79, also indicating a moderate level of significance, with a standard deviation 0.73. Lastly, the strategic orientation of education colleges in Yemeni universities (The target sample) received mean 2.78, indicating a moderate level of significance with a standard deviation 0.66.

The results of the study also demonstrated a statistically significant impact of strategic orientation management excellence in education colleges at the target Yemeni

universities. It was found that strategic orientation explains 64% of the achieved level of excellence management in education colleges at the Yemeni universities. Additionally, the results indicated a statistically significant impact of excellence management in meeting the requirements of the job market, where excellence management explains 59% of the achieved level of meeting the job market requirements in education colleges at Yemeni universities. Furthermore, the study results revealed a statistically significant impact of strategic orientation in meeting the requirements of the job market, where strategic orientation explains 48% of the achieved level of meeting the job market requirements in education colleges at the target Yemeni universities.

The results of the path analysis showed the validity of the model and confirmed that the impact of strategic orientation on meeting the requirements of the job market increased from 0.28 to 0.72. This was due to the indirect effect of the Mediator variable, excellence management, where the impact increased by 44.5.

There are no statistically significant differences at the $\alpha \leq 0.05$ level among the means of the participants' responses regarding the three dimensions and their sub-domains, considering the variables of gender (male, female) and academic degree. On the other hand, there are statistically significant differences at the $\alpha \leq 0.05$ level between the means of the participants' responses attributed to the variable called "job title" in the first dimension, strategic orientation, in favor of the category (dean). Additionally, there are differences based on the variable "years of experience" in the third dimension, excellence management, in favor of the category with less than 5 years of experience. Finally, based on these results, the researcher has provided a set of recommendations along with suggestions for further complementary studies on such an important topic.

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