

## The Effect of Strategic Sensitivity on Organizational Innovation - An Exploratory Study in Selected Colleges from the University of Tikrit

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**Abstract:** This study aimed to identify strategic sensitivity and its effect on organizational innovation in selected colleges at Tikrit University, to demonstrate the degree of strategic sensitivity practice and the effect of its dimensions on organizational innovation, and to examine the importance of strategic sensitivity and its effect on organizational innovation in the colleges studied. A questionnaire was developed as a study tool, and a descriptive analytical approach was used in the study. To verify the study's hypotheses, statistical methods were used, including correlation analysis and multiple linear regression analysis, as well as the SPSS-26 statistical program for data analysis. The study sample consisted of (119) individuals, and the study results showed that the study sample members' estimates of the effect of strategic sensitivity on organizational innovation were high. The study results also showed that strategic sensitivity, with its dimensions (strategic insight and strategic acumen), all have a statistically significant effect on organizational innovation at Tikrit University. The study also showed that the dimensions of strategic insight and strategic acumen have the same strength of correlation and influence on innovation. Organizational. The study recommends the need to adopt procedures and methods that are bold, challenging, and proactive, given that advanced universities are those that take risks and defy obstacles and difficulties.

**Keywords:** Strategic sensitivity, organizational innovation.

## I. INTRODUCTION

Today's business environment is witnessing numerous developments and complexities resulting from the rapid and frequent changes accompanied by globalization, communications, and technology. These changes present numerous opportunities, but also present risks and challenges. All organizations, without exception, must gain a competitive edge that enables them to remain relevant in the market and operate efficiently and effectively to confront difficulties, challenges, and changes. It is essential for organizations to build their internal environment in a way that achieves excellence and survival. This is achieved through creative human resources who possess unique skills and knowledge, making the organization more innovative, sophisticated, and performs exceptionally well. Organizational innovation creates diverse sources of wealth or raw materials, reorganizes the ideas and knowledge available within the organization to accommodate changes occurring in the external environment, and then implements them. Organizational innovation has the ability to identify problems by harnessing the capabilities of individuals, their knowledge, and their experience, enabling them to diagnose and identify problems and issues that require creative solutions and treatments. The acceleration and frequency of changes has led to the emergence of strategic sensitivity as a justification for integration and continuity with the business environment and the accompanying external threats, risks and opportunities, as well as rapidly changing and unstable technology. Strategic sensitivity, in turn, is an aspect of flexibility, adaptation and integration with changes, in addition to the speed of its response to changes and taking appropriate measures to control uncertainty in the external environment. It

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creates in the organization awareness, attention and keen observation of the changes occurring in the business environment and a quick response to these changes in a way that helps and enables it to continue, compete with others and achieve organizational value. It is one of the requirements for the success of business organizations that want to grow and excel. It is certain that if business organizations want to enhance their strategic sensitivity, they must pay attention to organizational innovation, which is one of the pillars of organizational development, success and sustainability.

All organizations, regardless of their type, operate in a highly complex, constantly changing, and rapidly changing environment. This forces them to constantly think about different methods and tools in order to continue to grow and excel within the intense competition they face. Among these organizations are public universities in Iraq, especially after the emergence of private universities, which are currently on the rise. These universities can cope with these changes occurring in the business environment and can benefit from them to enhance their organizational performance through certain strategic variables. The researchers believe that strategic sensitivity is one of the variables that can enhance outstanding organizational performance. Therefore, the organization must have a strong interest in improving its overall performance in order to achieve excellence. Based on the above, the main question of the research is: "What is the role of strategic sensitivity in organizational innovation?" From this question, the following sub-questions arise:

- 1- Does strategic insight have an effect on organizational innovation at Tikrit University?
- 2- Does strategic acumen have a role in organizational innovation at Tikrit University?

## II. THE IMPORTANCE OF RESEARCH

The importance of this research lies in clarifying the terms previously confused, as well as shedding light on strategic sensitivity at Tikrit University and its effect on organizational innovation through the following:

- 1- Identifying the importance of strategic sensitivity and its indicators at Tikrit University.
- 2- Explaining the effect of strategic sensitivity on organizational innovation.

## III. RESEARCH OBJECTIVES

- 1- Define the concept of strategic sensitivity and outline its most important associated indicators.
- 2- Explain and define the components of organizational innovation and its relationship to strategic sensitivity indicators.
- 3- Identify the effect of strategic sensitivity on organizational innovation and the nature of the relationship between them.

## IV. RESEARCH MODEL

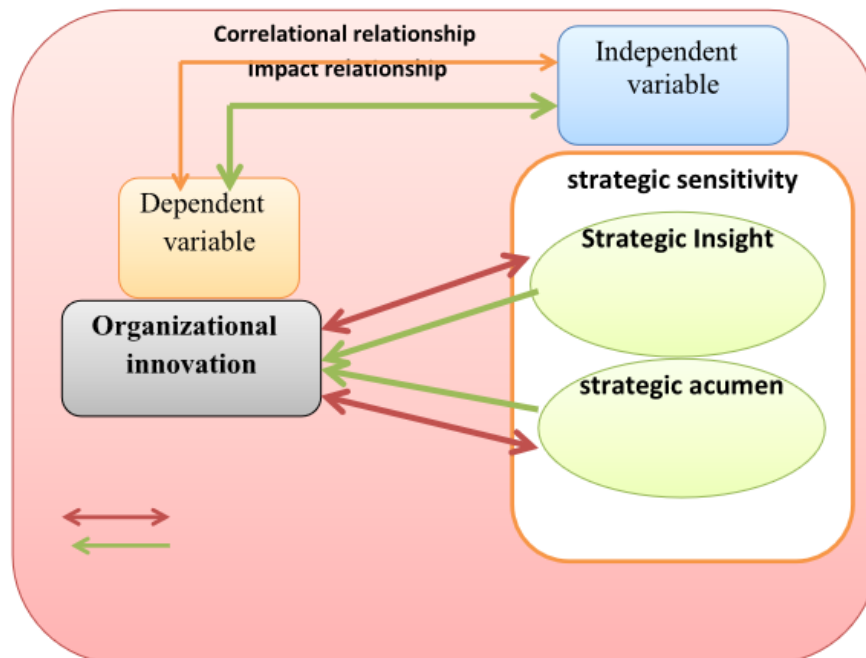


Figure 1: defines the hypothetical search model:

## V. RESEARCH HYPOTHESIS

**H1:** There is a statistically significant relationship between strategic sensitivity and organizational innovation.

**H1-1:** Strategic insight has a statistically significant effect on organizational innovation

**H1-2:** Strategic acumen has a statistically significant effect on organizational innovation.

## VI. LITERATURE REVIEWS

### 6.1 Strategic Sensitivity

Today, organizations in various fields of business face numerous transformations, extensive competition, and rapid growth across the globe, which generates numerous pressures and challenges. Among these pressures and challenges is the timing of critical decisions (Doz & Kosonen ,2010: 371), defined it as acute awareness, intense consciousness, and concern for strategic progress (Lewis & Smith ,2014: 61) ,also stated that strategic sensitivity is a combination of acumen and simple investigation (Victor & Isoboye ,2021: 49), stated that it is the expansion to acquire and obtain the largest amount of information, innovations, and intelligence by building relationships with diverse groups of individuals and organizations with expertise (Clauss et al ,2019: 7) ,also stated that strategic sensitivity indicates an organization's ability to understand environmental variables, sense threats, and recognize future opportunities.( Al-Sabaawe et al., 2021) Strategic sensitivity enables organizations to obtain good inputs in their environment. It has been defined as the ability to possess data that can be converted into information for analysis and interpretation in a way that enhances the organization's existing knowledge, discovers and defines opportunities, and avoids threats in the business environment (Sajdak, 2015: 57).

### 6.2 Dimensions of Strategic Sensitivity

Strategic sensitivity is enhanced by integrating strong strategic processes that are externally oriented, internally engaged, and have high levels of effort and attention, as well as intensive, knowledge-rich, and open internal dialogue (Sajdak, 2015:23), Strategic sensitivity has two dimensions:

#### 6.2.1 Strategic insight

This refers to assessments and forecasts of the external environment, as well as an understanding of environmental trends. It also focuses on the long- and short-term future (Mavengere, 2013:22), For organizations, strategic insight is the process of predicting major market trends, anticipating disruptions, and preparing for changes that can be leveraged to achieve operational excellence (Sajdak, 2019:259) (Al-Sabaawe et al., 2021) .

#### 6.2.2 Strategic acumen

Strategic acumen focuses on the present and knowledge derived from highly complex strategic situations, as it clarifies and deconstructs these situations in order to benefit from them (Mavengere, 2013:24). Since the environment is highly complex and unstable, it is difficult to anticipate the phenomena and opportunities that may arise. Therefore, the organization must have strategic acumen that comes from within it. Strategic acumen indicates the organization's ability to perceive, analyze, and create a strategic sense stemming from an understanding of environmental variables and complexities. It also shows the organization's readiness to exploit opportunities in order to maintain its competitive position (Sajdak, 2019:261).

### 6.3 Organizational Innovation

Innovation is a phenomenon with ancient roots, but it has recently gained attention. Innovation works to achieve and create qualitative and quantitative transformations that contribute to organizational success. (Mahmoud ,2020: 13) defined innovation as the mental state of people that tends toward a path or method with a high degree of uniqueness in ideas. Ideas can create methods and means of tangible benefit within the organization. (Al-Ghaisha ,2021: 8) states that innovation is the process of applying existing ideas within the organization (Abu Dreiq ,2017: 19) ,also believes that innovation is the product of organizations that work to find and harness all the creative energies of their employees and translate them into organizational activities that achieve the organization's goals. (Khader & Al-Fahdawi 2022: 159), stated that organizational innovation is the individual ability that leads organizations to adopt a modern approach and use unique and new ideas to provide goods and services. Distinctive in order to achieve goals, growth, adaptation and be able to compete. Also (Al-Sabaawe *et al.*, 2020) (Shabani ,2016: 22), said that organizational innovation is the organization's ability to rely on many new administrative principles and capabilities in addition to encouraging its members to optimally invest in these principles and capabilities in order to achieve its goals.

## VII. METHODOLOGY

### 7.1 Study Tool

A questionnaire was adopted as the study tool, constructed based on a review of similar literature and the study's theoretical framework. The questionnaire consisted of two main components:

- The first component represented the personal data of the study sample, including academic qualifications and years of experience.
- The second component represented the study variables, namely strategic sensitivity with its dimensions: strategic insight, strategic acumen, and organizational innovation. The total number of items for these variables and their dimensions was (5) items

The five-point Likert scale (strongly agree, agree, somewhat agree, disagree, strongly disagree) was used to design the study's questionnaire. In line with the statistical analysis of the study sample, a score of (5) was assigned as a weight for the response to the item "strongly agree," a score of (4) was assigned as a weight for the response to the item "agree," a score of (3) was assigned as a weight for the response to "somewhat agree," a score of (2) was assigned as a weight for the response to "disagree," and a score of (1) was assigned as a weight for the response to "strongly disagree." To determine the levels of strategic sensitivity and organizational innovation at Tikrit University according to the opinions of the study sample, the responses were sorted based on the arithmetic mean into five levels. The corresponding categories for these levels were created as follows:

$$\text{Range} = \text{Maximum answer value} - \text{Minimum answer value} = 5 - 1 = 4$$

$$\text{Class length} = \text{Range} / \text{Number of classes} = 4/5 = 0.8$$

Based on the above, the general trend of the study sample's answers will be interpreted according to Table No. (1):

**Table 1: shows the levels and general trend of the study sample's answers.**

Average	Percentage	Level of Phenomenon	Prevailing Opinion
1.00-1.80	20% -35%	Very low	Strongly disagree
1.81-2.60	36%-51%	Low	Disagree
2.60-3.39	52%-67%	Moderate	Somewhat agree
3.40-4.19	68%-83%	High	Agree
4.20-5.00	85%-100%	Very high	Strongly agree

Source: Prepared by the researchers

## 7.2 Study Community and Sample

The study community consisted of a group of employees in selected colleges at Tikrit University, numbering (300) individuals. The sample for the study was randomly selected to facilitate access to data. The researchers distributed (160) questionnaires, of which (125) were returned. After transcribing the data, only (119) questionnaires were valid.

## 7.3 Statistical methods used in the study

To obtain results and analyze data, the following statistical methods were used:

( $\alpha$ - Cronbach coefficient, Weighted mean, Standard deviation, Spearman correlation coefficient, Multiple linear regression analysis).

In order to obtain as accurate results as possible, the statistical program (SPSS) version 26 was used.

## 7.4 RELIABILITY AND VALIDITY OF THE STUDY TOOL

### 7.4.1 Reliability

The reliability of the study tool indicates the degree of consistency between the answers of the study sample in the event of applying the test, or equivalently to it on the same sample, as the reliability coefficient takes a degree between (zero) and (1). If the reliability value is high, this indicates that the indicator is good on the reliability of the questionnaire, and indicates that the questionnaire is valid and appropriate for the study. It is known in the field of humanities and social sciences that the reliability coefficient is acceptable starting from (0.60). In order to verify the reliability of the study tool, the Cronbach-Alpha reliability coefficient will be calculated.

### 7.4.2 Validity

The validity coefficient indicates the internal consistency of the questionnaire items from a statistical perspective, and represents the square root of the reliability coefficient. Table (2) shows the reliability coefficient and validity coefficient for all questionnaire items and the questionnaire as a whole.

**Table 2: shows the reliability coefficient and the validity coefficient.**

Variables	Number of paragraphs	Reliability coefficient	Validity coefficient
<b>Variables</b>	5	0.61	0.78
<b>Strategic Sensitivity</b>	5	0.66	0.81
<b>Strategic Insight Dimension</b>	10	0.65	0.80
<b>Strategic Acumen Dimension</b>	5	0.87	0.93
<b>Total Fixed Variable</b>	15	0.82	0.90

Source: Prepared by the researchers based on the results of the SPSS-26 program.

Through Table No. (2), it was noted that the reliability coefficients exceeded (0.70), and the validity coefficients also passed (0.75). Based on the scale mentioned by (George) and (Mallery), it can be said that the study tool has a high level of reliability and validity that makes the study sample’s answers to the questionnaire credible and reliable, and it is possible to rely on the results that the study will reach (George & Mallery, 2003: 121).

**7.5 Demographic characteristics of the study sample**

Table (3) shows the numbers and percentages of the study sample according to their personal data. It is evident from the table that the majority of the study sample hold a master's degree, numbering (74) individuals, representing (62.2%) of the total study sample. The study sample included (26) individuals holding a bachelor's degree, representing (21.8%), and there were (19) individuals, representing (15.9%) of the study sample, who held other academic qualifications. Regarding the years of experience of the study sample, it was found that most of the sample has (15 years and above) of experience, as their number reached (59) individuals, representing (49.5%) of the total study sample, and there are (20) individuals, representing (16.8%) of the study sample, who have (10-14 years) of experience, and there are also (24) individuals from the study sample, representing (20.1%) of the sample, who have (5-9 years) of experience, while there are (16) individuals from the study sample, representing (13.4%), who have less than (5) years of experience.

**Table 3: shows the personal information of the study sample.**

Characteristics	Academic Qualification	Number	Percentage
Academic Qualification	Preparatory	000	000
	Bachelor's	26	21,8
	Master's	74	62,2
	Other	19	15,9
Years of experience	Less than 5 years	16	13,4
	5-9 years	24	20,1
	10-14 years	20	16,8
	15 years and older	59	49,5

**Source: Prepared by the researchers based on the results of the SPSS-26 program**

It is noted from Table No. (3) that the demographic characteristics of the study sample members are that the majority of them have obtained an educational certificate, in addition to their experience which is (15 years or more), that these characteristics have a positive role in the answers, impression and protective perception of the study sample members, regarding strategic sensitivity and organizational innovation.

**7.6 Results and discussion of statistical analysis**

**7.6.1 The independent variable is strategic sensitivity**

The strategic sensitivity variable is the independent variable and consists of the strategic insight dimension and the strategic acumen dimension. The statistical analysis of them was as follows:

- **Strategic insight dimension**

**Table 4: shows the arithmetic mean and standard deviation of the study sample’s answers to the questions of the strategic insight dimension.**

S.	Paragraphs	Arithmetic mean	Standard deviation	Importance	Level
1	The university has a comprehensive vision of future activities and how it will address its challenges.	0.399	0,767	3	High
2	The university has the ability to develop integrated strategic plans to avoid uncertain risks.	0.389	0,855	4	High
3	The university always focuses on continuous improvement.	0.420	0,734	2	High
4	The university has the ability to identify opportunities and respond quickly.	0.425	0,773	1	High
5	The university has a clear understanding of the fluctuations occurring in the labor market.	0.278	0,894	5	High
The dimension as a whole		0.382	0,494		High

**Source: Prepared by the researchers based on the results of the SPSS-26 program**

The results of Table No. (4) show that the arithmetic mean and standard deviation of the study sample’s answers to the questions related to the strategic insight dimension indicate that they believe that the university administration is working to develop the knowledge and skills of employees, in addition to its internal capacity and keeping pace with developments and adapting its functions and behavior to make it progress towards achieving its goals. Paragraph (4)

obtained the highest importance and had an approval rate of (85%), while paragraph (3) obtained second place and had an approval rate of (82%), and paragraph (1) obtained third place and had an approval rate of (79%), and paragraph (2) obtained fourth place and an approval rate of (76%), while paragraph (5) obtained fifth place and an approval rate of (54%). In general, the impressions of the study sample members regarding the strategic insight dimension were high and amounted to (74%), according to the total arithmetic mean of the study sample members' answers to the questions of the dimension, which amounted to (3.82), according to the five-point scale, which indicates that the values of the standard deviation of the study sample's answers to the questions of the dimension The strategic insight was consistent and close in the third paragraph, and the fifth paragraph was more scattered.

- **Strategic acumen dimension:**

**Table 5: with its results shows the arithmetic mean and standard deviation of the answers of the study sample members to the questions of the strategic acumen dimension.**

S.	Paragraphs	Arithmetic mean	Standard deviation	Importance	Level
1	The university has a deep understanding of market requirements.	3,44	1,082	5	High
2	The university works to exchange knowledge with external stakeholders.	3,83	0,687	2	High
3	The university has comprehensive information about its inputs.	3,69	0,694	4	High
4	The university has extensive information about its competitors.	3,74	0,898	3	High
5	The university has sufficient knowledge of its own strengths and weaknesses.	3,99	0,689	1	High
The dimension as a whole		3,73	0,422		High

**Source: Prepared by the researchers based on the results of the SPSS-26 program**

From the results of Table (5), it became clear that the study sample members have a high degree of awareness that the university has good knowledge of the market and its requirements, works on exchanging ideas with other universities, knows who its real competitor is, diagnoses its strengths and works to enhance them, and addresses its existing weaknesses. We find that paragraph (5) occupied the first place according to the study sample's answers and obtained an importance rate of (79%), while paragraph (2) obtained the second place and the importance rate was (76%), paragraph (4) obtained the third place and an importance rate of (73%), while paragraph (3) obtained the fourth place and an importance rate of (70%), and paragraph (5) came in last place, which obtained an importance rate of (69%), according to the total arithmetic mean of the study sample's answers to the questions of the strategic acumen dimension, which amounted to (3.73) according to the five-point scale. As for the standard deviations of the sample's answers to the strategic acumen dimension, they indicated that they were homogeneous and close in the second paragraph, while the first paragraph had a high dispersion.

**7.6.2 The dependent variable:** organizational innovation Table (6) shows the results of the arithmetic mean and standard deviation of the study sample members' responses to the organizational innovation questions.

**Table 6: shows the arithmetic mean and standard deviation of the study sample members' answers to the questions of the dependent variable, organizational innovation.**

S.	Paragraphs	Arithmetic mean	Standard deviation	Importance	Level
1	The university encourages decentralization to increase innovation.	3,88	0,836	2	High
2	The university provides support and initiatives beyond its capacity.	3,76	0,786	5	High
3	It has a high capacity to adapt to difficult and critical situations.	3,79	0,778	4	High
4	It works to provide knowledge that distinguishes it from its competitors.	3,83	0,747	3	High
5	It provides good resources to support innovation and new ideas.	4,07	0,808	1	High
The dimension as a whole		3,86	0,698		High

**Source: Prepared by the researchers based on the results of the SPSS-26 program**

Table (6) shows that the study sample members believe to a high degree that Tikrit University gives broad powers to the colleges in order to develop the spirit of innovation among its employees, and that it works to provide all the requirements of good work in order to support innovation, and that it adopts the difficult situations that employees face in order to remain at the forefront. It is also noted from the table that paragraph (5) obtained the first importance among the study sample members with an agreement rate of (81%), while paragraph (1) obtained the second importance with an agreement rate of (79%), and paragraph (4) obtained the third importance with a rate of (77%), while paragraph (3) obtained the fourth importance with a rate of (76%), but paragraph (2) obtained the fifth importance among the study sample members with a rate of (75%), and in general, the opinions of the study sample about the dependent variable, which is organizational innovation, were high with a rate of (78%), according to the arithmetic mean and standard deviation of all the answers of the study sample members, which amounted to (3.86) on the five-point scale, as the results of the values indicate The standard deviations of the study sample’s answers to the questions of the dependent variable, entrepreneurial innovation, were close and homogeneous in the fourth paragraph, while in the first paragraph they were more scattered.

**7.6.3 Testing the study hypotheses**

**7.6.3.1 Testing the first hypothesis:** which states that (there is a significant statistical relationship between strategic sensitivity and entrepreneurial innovation), and in order to test this hypothesis, Spearman’s rank correlation coefficient will be calculated between the study sample’s answers regarding the strategic sensitivity variable and the organizational innovation variable. The strength of the relationship between the study variables can also be observed according to the positive limits of the correlation coefficient (Meghanathan,2016: 11).

- There is no relationship if the correlation coefficient value is equal to zero.
- The relationship is direct and very weak if the correlation coefficient value ranges between 0.00 and 0.19.
- The relationship is direct and weak if the correlation coefficient value ranges between 0.20 and 0.39.
- The relationship is direct and moderate if the correlation coefficient value ranges between 0.40 and 0.59.
- The relationship is direct and strong if the correlation coefficient value ranges between 0.60 and 0.79.
- The relationship is direct and very strong if the correlation coefficient value ranges between 0.80 and 0.99.
- The relationship is direct and perfect if the correlation coefficient value is equal to one.

However, if the correlation coefficient values are negative, the relationship between the study variables will be inverse, and the strength of the relationship will be interpreted in the same way as shown above.

Table (7) shows the values of Spearman’s correlation coefficients as well as their corresponding probability values.

**Table 7: Spearman’s correlation coefficient matrix between the questionnaire’s axes**

Strategic Sensitivity Variable	Variable organizational innovation	
	Correlation coefficient	Total value
Strategic Insight	*0.406	0,000
Strategic Acumen	*0.571	0,000
Complete Variable	*0.612	0,000
<b>The correlation is significant at the significant level (0.05).</b>		

**Source: Prepared by the researchers based on the results of the SPSS-26 program**

From Table (7), the following is noted:

- The Spearman correlation coefficient values for the study sample members' responses to the dimension of strategic insight and organizational innovation reached (0.406). Since the probability value corresponding to this coefficient reached (0.000), which is less than (0.05) the significant level, this indicates the existence of a positive, moderate, and statistically significant relationship between strategic insight and organizational innovation. This shows that the higher and better the level of strategic insight, the better the organizational innovation of the university.
- The Spearman correlation coefficient for the study sample members' responses to the strategic acumen and organizational innovation dimension reached 0.571. Since the probability value corresponding to this coefficient was 0.000, which is less than the 0.05 significance level, this indicates a significant, moderate, and statistically significant relationship between strategic acumen and organizational innovation. This indicates that the higher and better the level of strategic acumen at the university, the better the organizational innovation at the university.
- The Spearman correlation coefficient for the study sample members' responses to the strategic sensitivity variable was 0.612. The probability value corresponding to the coefficient was 0.000, which is less than the 0.05 significance level. This indicates a strong, positive, and statistically significant relationship between strategic sensitivity and organizational innovation. This indicates that the higher the level of strategic sensitivity at the university, the higher the organizational innovation. Based on the previous results, the first hypothesis of the study, which stated that there is a statistically significant relationship between strategic sensitivity and organizational innovation, has been achieved and is acceptable.

**7.6.3.2 Testing the second hypothesis of the study:** which states that (strategic sensitivity has a significant statistical effect on organizational innovation), and in order to test this hypothesis, multiple linear regression analysis will be conducted, as the independent variable includes strategic sensitivity, and the dependent variable is organizational innovation, as in Table (8).

**Table 8: shows the results of the multiple regression analysis to test the effect of strategic sensitivity on organizational innovation.**

Dimensions of Strategic Sensitivity	Beta coefficient	Standard Error	T-test	Probability value
Stability of the Equation	0.347-	0.468	n s 0.736	0.454
Strategic Insight	0.351	0.103	*3.122	0.002
Strategic Acumen	0.738	0.116	*5.788	0.000
Coefficient of Determination R2	40%			
F-Test	41,213			
P-Value	0,000			
<b>*The moral effect at the significance level (0.05) n s is not significant</b>				

**Source: Prepared by the researchers based on the results of the SPSS-26 program**

The results of Table (8) reveal the following:

- The values of the regression coefficient (beta) for the strategic insight dimension reached (0.351), and since the probability value reached (0.002), it is less than (0.05) the significance level. This indicates that there is a statistically significant effect of strategic insight on organizational innovation. According to the value of (beta), whenever the impression of the study sample members on the strategic insight dimension increases by one unit on the five-point Likert scale, equivalent to (20%), we find that the study sample members' positive impression of organizational innovation will increase by (0.351), equivalent to (6%).
- The values of the regression coefficient (beta) for the dimension of strategic acumen, which reached (0.738), and since its probability value is (0.000), it is less than (0.05), the significant level. This indicates that there is a significant statistical effect of strategic acumen on organizational innovation. According to the value of (beta), whenever the impression of the study sample members on the dimension of strategic acumen increases by one unit on the five-point Likert scale, equivalent to (20%), we find that the impressions of the study sample members will increase by (0.738), equivalent to (14%).
- The value of (F) reached (41,213) for the effect of strategic sensitivity in its two dimensions, strategic insight and strategic acumen, with a probability value of (0,000), and since this is less than the significant level (0,05), this indicates the existence of a significant statistical effect of strategic sensitivity on organizational innovation, and the value of the coefficient of determination (40%R2=), which indicates that strategic sensitivity is (40%) of organizational innovation, and as for the regression coefficient of organizational innovation on strategic sensitivity, it is as follows:

**Strategic acumen (X2) 0.738 + Strategic insight (X1) 0.351 + 0.347 = (Y) Organizational innovation**

Based on the above and based on the previous results, the second hypothesis of the study, which states that “strategic sensitivity has a significant statistical effect on organizational innovation,” has been achieved and accepted.

## VIII. CONCLUSIONS AND RECOMMENDATIONS

### 8.1. Conclusions

1. The university has a high strategic sensitivity, possessing a strong strategic vision and keen strategic acumen.
2. The university has high organizational innovation.
3. There is a significant and statistically positive relationship between strategic insight and organizational innovation. The higher the strategic insight, the higher the level of innovation.
4. There is a significant and statistically positive relationship between strategic acumen and organizational innovation. The higher the strategic acumen, the higher the level of organizational innovation.
5. There is a significant effect of strategic acumen on organizational innovation.
6. There is a significant effect of strategic insight on entrepreneurial innovation.

### 8.2. recommendations

1. Increase strategic insight and its greater use by instilling confidence, which makes employees more sensitive to changes in the environment.
2. The university should provide training programs that enhance the knowledge of its employees to increase strategic sensitivity, which enables the organization to become more insightful and astute in anticipating the future.
3. Develop a creative spirit among employees by encouraging and assisting them to think outside the box.



4. The necessity of adopting procedures and methods that are bold, challenging, and proactive, as advanced universities are those that take risks and defy obstacles.
5. The university should focus on and seek out competent individuals to benefit from their experience and skills in increasing organizational innovation.

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