

**THE ROLE OF STIMULATION IN ACHIEVING CREATIVE EXCELLENCE  
IN INSTITUTIONAL WORK FROM THE POINT OF VIEW OF  
DEPARTMENTAL MANAGERS**

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**ABSTRACT:** *The current study aimed to identify the role of Stimulation in achieving creative excellence in institutional work from the point of view of departmental managers in the Kingdom of Saudi Arabia, and to achieve the objectives of the study, the descriptive and analytical method was used, as the study tool was applied, which was a questionnaire divided into seven axes, according to ( 4) Paragraphs for each subject on the study sample, which consisted of all directors of departments in the educational area of Tabuk, whose number is (70) for the academic year (1440-1441 H) n. The study reached a number of results, the most important of which was that the Stimulation leadership roles played by educational leaders and organization Administrative institutions within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers are high, while the role of planning, continuous development, creativity, innovation, resources and beneficiaries as well as learning and education processes within educational institutions in achieving creative excellence in institutional work from the point of view of department managers came in the form of Average, the study also recommended the necessity of working to motivate workers through studied programs that correspond to the educational leadership plan for about ten programs, and to provide The ability to see the strategic plan through available advertising channels.*

**KEYWORDS:** motivation, excellence, creativity, institutional work, departments

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## **INTRODUCTION**

As we are at the beginning of the twenty-first millennium, our current era is described as the era of the explosion of knowledge and the information revolution, and the era of science and technology, as we enter the knowledge society, which is the capital and the main economic source. Of community leaders and this is the role that falls on the shoulders of leaders and directors of departments in various institutions, especially educational institutions (Laqleb, 2016).

With the multiplicity of modern administrative methods, the concept of creative excellence arose to express the need for a comprehensive approach that combines the elements and components of building organizations and institutions of various kinds, on separate foundations that achieve high capabilities for them in facing the surrounding external variables and conditions from every aspect, as well as ensuring full coherence and coherence between their elements. In addition, its own components, and investing its pivotal capabilities and realizing the benefits and benefits for the

beneficiaries of these institutions and those dealing with them and the community as a whole (Eliwa, 2018).

With the accelerating scientific and knowledge revolution that the world is witnessing, this called on officials and decision-makers in educational institutions to pay attention to the quality and quality of education, and to update and diversify its goals, Domains, programs and patterns, fearing a deterioration in educational institutions if adequate care is not given to ensure the quality and quality of education, so work emerged To raise the level of human workforce performance by preparing, directing, training and motivating creative excellence to ensure the continuation of development in an integrated manner (Al-Shorouqi, 2018).

### **The study Problem:**

In view of the challenges facing educational institutions in the Kingdom to confront the rapid changes and developments in knowledge, it was necessary to work on preparing administrative cadres capable of confronting these conditions and working to overcome the difficulties facing their affiliates for excellence and creativity in educational giving, hence the problem of the study arose in identifying the role of motivation in Achieving creative excellence in institutional work from the point of view of department managers in the Kingdom of Saudi Arabia.

### **Study questions:**

1. What are the Stimulation leadership roles that educational leaders should play to achieve creative excellence in institutional work from the point of view of departmental managers?
2. What is the catalytic role of continuous planning and development within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers?
3. What is the catalytic role of administrative organization within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers?
4. What is the relationship between creativity and innovation in achieving creative excellence in institutional work from the point of view of departmental managers?
5. Is there a role for resources within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers?
6. Is there a role for the beneficiaries of educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers?
7. Is there a role for creative excellence in learning and teaching processes within educational institutions from the point of view of departmental managers?

### **Objectives of the study:**

The current study seeks to identify the role of motivation in achieving creative excellence in institutional work from the point of view of departmental managers, in several areas of creative excellence, (leadership, planning and continuous development, administrative organization, creativity and innovation, resources, beneficiaries, learning processes. Education, Information Technology and Knowledge Management).

**The importance of studying:**

The importance of the current study highlights the importance of creative excellence in educational and educational work to adapt and interact with the accelerating environmental changes through learning and understanding the vital role that the work environment plays in educational institutions, clarifying the role of motivation in achieving creative excellence, as well as presenting the ideal model in the leadership and management of educational institutions And achieving long-term strategic success, as well as drawing the attention of decision-makers in educational institutions to the importance of stimulating the achievement of creative excellence in institutional work.

**The limits of the study:**

1. Temporal limits: the academic year (1440/1441 AH).
2. Human borders: Directors of departments in Tabuk.
3. Institutional boundaries: Education institutions in the city of Tabuk.
4. Objective boundaries: The study focused on the role of motivation in achieving creative excellence through a research tool prepared by the researcher, and the generalization of the study results is related to the validity of the tool for application.

**The terminology of study:**

Motivation: It is the stimulation of the individual's behaviour with the aim of satisfying specific needs, which is the development of the desire to make a higher level of efforts to achieve the goals of the institution, provided that these efforts lead to the satisfaction of some of the individual's needs. Or economic, which is one of the oldest types of incentives, and is characterized by the rapid influence and enforcement, and moral incentives, which are incentives that help a person satisfy his psychological and social needs (Al-Sayed, 2017).

Creative Excellence in Institutional Work: It is a state of administrative creativity and organizational excellence in achieving extraordinary high levels of performance and deviating from the norms in management operations, and implementing production, marketing and financial processes in the organization (Khalil et al., 2020).

**THEORETICAL FRAMEWORK AND PREVIOUS STUDIES**

**First: Institutional Excellence**

Institutional excellence is defined as the organizations' endeavour to exploit the critical opportunities preceded by effective strategic planning and commitment to realizing a common vision dominated by the clarity of purpose, sufficient resources and keenness on performance (Pinar and Girard, 2008). Nohria and others pointed out to him that every act or activity of every person enhances and strengthens achievement within the organization and includes many workforces that form the structure of the organization. In performing its tasks, it is linked with its customers and dealers by support and interaction relations and knows the performance capabilities of its competitors, its external weaknesses and strengths and the surrounding environment. Accordingly, the researcher believes that the capabilities of organizations to contribute effectively and positively are through excelling in their performance, solving their problems and effectively achieving their goals, and motivating their employees in various ways and

methods, as well as distinguishing themselves from other organizations (Nohria, et al, 2003).

Abdel-Wahab (2020) shows that the organizations that achieve distinction are organizations that are concerned with development trends and building sustainable knowledge, meaning that they try to know its amount to determine what it wants to develop and move away from all technical difficulties that delay the implementation of this development and that the importance of institutional excellence stems from the ability of organizations In crystallizing the forces that support excellence in organizations by achieving rapid rates of change, achieving unlimited competition, preserving the appropriate place and position (manpower, organizational culture, organizational structure) and then working to develop a sense of quality and creativity, and the ability to employ technology in information and creativity, The importance of institutional excellence in organizations in general and schools, in particular, can be demonstrated as follows:

1. Organizations need ways and means to identify the obstacles they face when they arise.
2. Organizations need a way to collect information so that they can make important decisions regarding human resources, such as who should be promoted? Who is the employee who is characterized by the spirit of altruism, initiative, excellence and creativity in performance?
3. The organization needs to continuously develop its members and motivate them to creativity, whether managers or employees, so that they can help make the organization more distinguished and creative in competitive performance compared to other organizations.
4. The organization needs to provide the necessary skills for the decision-maker, whether an individual or a group and to examine the sensitivity of the role he plays and its importance in achieving creativity and excellence in organizations (Laksi and Qara, 2015).

Thus, we find that institutional excellence is a necessity for administrative development to raise performance levels through developing the skills and capabilities of employees and members of the administrative body in organizations, as developing their skills and capabilities requires an effective organization that is dominated by team spirit, innovation, initiative, and competition so that every individual feels Employees that the organization is his property, this feeling drives workers to expend all their energies and efforts and give all their innovative and creative skills, knowledge and capabilities that contribute to achieving excellence of all kinds (Al-Rashidi and Al-Azmi, 2018).

Institutional excellence has a very important role in achieving the continuity and success of business organizations and institutions, achieving high benefits as a result, attracting customers and enhancing their loyalty, through a broad understanding and awareness of the concept of its internal processes (creative, operational, social interaction) within the framework of quality, prices and the contribution of workers in producing solutions To the problems facing their companies (Ramakrishnan, 2004).

### **The importance of institutional excellence:**

The administrative institutions that achieve distinction are institutions that are concerned with the trends of development in the sense that they try to know the extent of their development in order to determine what they want to develop and eliminate all the technical difficulties that delay the implementation of this development (Al-Ghams and Noah, 2019).

Within the Institutional Excellence Guide for the Education Excellence Award in the Kingdom of Saudi Arabia, the third edition (1440 AH), it was stated that excellence leads to government organizations achieving better performance for their employees and distinguished service to service recipients through the development of their work mechanisms that are positively reflected in the economic and social growth of the organization. The development of their skills and abilities requires an effective organization dominated by team spirit, innovation, initiative and competition so that every working individual feels that the organization is his property, and this feeling drives workers to expend all their energies and efforts and give everything they have for the sake of the organizations 'excellence and success.

In order to achieve high levels of customer satisfaction and the fulfilment of the corporate mission, organizations must transform into "one large team whose members work side by side. Everyone must contribute their ideas and act together as internal customers. This requires a fundamental shift in the "management" model. Where leaders and specialists realize the importance of involving employees in the management process, that is, the importance of encouraging and motivating employees to contribute their ideas as well as harnessing their potentials, and adopting major changes in roles (Shekhar and Joshi, 2007).

In the "command and control" phase of the post-industrial era, businesses require a new type of leader that combines technical skills with the ability to lead, manage, and motivate people toward excellence by doing the following:

- Managing and motivating their employees towards achieving outstanding performance.
- Helping their employees harness their full potential for workplace excellence.
- Understanding the personal needs of employees and encouraging creative thinking.
- Application of knowledge on individual differences to motivate others.
- Removing barriers to motivation and developing people's skills to motivate others (Stepen, et al, 2011).

### **Second: Previous studies**

The study of the al-heela (2014) aimed to design a proposed model for learning organizations as an entry point to achieve institutional excellence in Palestinian universities, and to demonstrate the impact of learning organizations' variables in achieving institutional excellence, as the researcher used the descriptive and analytical approach to achieve the objectives of the study. The researcher also used two tools to collect data. The two tools were distributed. On the study sample, which consisted of (250) faculty members and university students, the study concluded that there is a statistically significant relationship between the components of learning organizations

(organizational component, human component, knowledge component, and societal component) and achieving institutional excellence (leadership, knowledge, and service) In Palestinian universities from the viewpoint of faculty and students.

The study of the al-mashoot (2011) also aimed to identify the effect of the work environment on administrative creativity in the Saad Al-Abdullah Academy for Security Sciences in the State of Kuwait. A questionnaire designed for this purpose and the study found a significant impact on the organizational structure, training, participation in decision-making, incentives and rewards, technology, and work conditions on administrative creativity.

The study of Shekhar and Joshi (2007) aimed at linking knowledge management with the learning organization and its role in achieving business excellence and the study reached a set of results, including Helps (people, processes, and technology) ineffective knowledge management that leads to the development and implementation of an organization Learning, and that the biggest challenge facing the organization is to integrate the inherent knowledge of individuals with work procedures to share lessons learned and continuous learning.

The study of Angela and others (2006) also aimed to research the feasibility of the climate of academic services as a source of competitive advantage in higher education institutions in Australia. The researcher used the descriptive analytical approach, and the questionnaire was used as the main tool for collecting information. The study sample included (340) employees They work in universities in addition to (1169) students enrolled in Australian universities, and the study found that the climate of academic services provided is closely related to job satisfaction, improving performance from the viewpoint of university employees and students, and the presence of an urgent need to develop a competitive advantage in the global market for higher education.

The study of Daniel and others (2002) aimed at identifying the employees' point of view at the supervisory level at the University of California in the United States of America to support creativity in the work environment. The study sample included full-time employees working in supervisory positions of (97) employees, and the study found that providing job satisfaction among workers contributes to supporting creativity at work, and providing satisfaction help improve the social climate in the work environment among the elderly in improving the level of creativity. Administrative staff at the university.

## **STUDY METHODOLOGY**

The current study aimed to identify the role of motivation in achieving creative excellence in institutional work from the point of view of departmental managers in the Kingdom of Saudi Arabia, as the descriptive approach and the analytical approach were used. Access to logical explanations that have evidence and evidence that gives the researcher the ability to develop specific frameworks for the problem and this is used in determining the results of the research (Madani, 2014).

**Study population:**

The population of the current study consisted of all directors of departments in the Tabuk educational region, whose number was (70) for the academic year (1440-1441 H), who will form the study sample as well.

**Data collection methods:**

Based on what has been mentioned previously, the researcher will deal with the theoretical and analytical study to identify the role of motivation in achieving creative excellence in institutional work from the point of view of departmental managers in the Kingdom of Saudi Arabia.

1- Secondary sources: include books, periodicals, articles, research papers, and unpublished studies that investigated the subject of study in order to serve this study in preparing the theoretical side.

2- Primary sources: The data and information needed to test the hypotheses of the study were obtained through a questionnaire prepared by the researcher in order to serve this study in preparing the practical side.

**Study tool:**

Implications of validity and reliability of the scale in its current form

Implications of apparent honesty: To ascertain the apparent validity of the scale, (10) arbitrators who are specialists in the Domain of measurement and evaluation, counselling psychology, educational psychology, and special education in public and private universities and administrators were asked to express their opinion on the scale's paragraphs in terms of The linguistic wording, clarity of meaning and the extent to which the paragraph is appropriate to the dimension to which it belongs, in addition to submitting any amendments they deem appropriate. In light of the comments of the arbitrators, the proposed amendments, on which they unanimously agreed, were made.

Reliability of the scale: The reliability of the scale was verified in its form by estimating the coefficient of the reliability of the internal consistency of the scale using the Cronbach Alpha equation, as the values of the internal consistency stability coefficients were (.9170).

**Tool criteria:**

The researcher relied on the three Likert scales in constructing the study tool. Thus, the paragraphs that got an average (1-1.66) are of a low level and the paragraph that gets an average (1.67-2.32) is of a medium level, and the paragraph that gets an average (2.33-3) Be of a high level.

**Analyzing the study data and answering its questions**

1. Is there a role for the motivational leadership roles that educational leaders play in achieving creative excellence in institutional work from the point of view of departmental managers?

To answer this question, the researcher extracted the arithmetic means and standard deviations as follows:

**Table No. (1) The means and standard deviations of the leadership Domain**

<b>NO</b>	<b>leadership</b>	<b>mean</b>	<b>STD</b>	<b>indication</b>
<b>1</b>	The clarity of the orientations and goals of the educational institution, and the existence of a declared organizational structure that accompanies the directions of the institution.	2.41	0.65	High
<b>2</b>	Inclusion of priorities for educational work and the most important issues affecting the educational process in the administration's plans and future directions.	2.35	0.55	High
<b>3</b>	Participating with the educational leadership in building the value system, by designing initiatives to achieve them.	2.47	0.61	High
<b>4</b>	Motivating workers through thoughtful programs that correspond to about ten programs of educational leadership.	2.30	0.73	Average
<b>The overall average</b>		2.38	0.50	High

By looking at the previous table, we find that the motivational leadership roles played by educational leaders in achieving creative excellence in institutional work from the point of view of departmental managers are high and with an average of (2.38), and this indicates the clarity of the educational institution's orientations and objectives and the existence of a declared organizational structure that keeps pace with the trends The institution, as well as the inclusion of priorities for educational work and the most important issues affecting the educational process in the administration's plans and future directions. In addition, increase the percentage of participants with the educational leadership in building the value system, by designing initiatives to achieve them. In addition, the presence of average motivation for workers through deliberate programs that correspond to the educational leadership plan, about ten programs.

2. Is there a role for continuous planning and development within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers?

To answer this question, the researcher extracted the arithmetic means and standard deviations as follows:



**Table No. (2) The means and standard deviations for the Domain of continuous planning and development**

NO	continuous planning and development	mean	STD	indication
1	The existence of a strategic plan that worked in a systematic manner consistent with the main directions of the educational leadership and public policies and fulfilled the needs and goals of the administration itself.	2.43	0.63	High
2	Viewing the strategic plan through the available advertising channels.	1.29	0.59	Low
3	The presence of a statistic with the participation of 90% of the employees of the administration in building the strategic plan and achieving its goals.	2.25	0.63	Average
4	The presence of a statistic for the beneficiaries of awareness programs on the culture of creativity and innovation by 90%	2.20	0.61	Average
<b>The overall average</b>		2.04	0.47	Average

By looking at the previous table, we find that the role of continuous planning and development within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers came in a medium way and with an arithmetic average of (2.04), and this indicates the existence of a strategic plan that worked in a systematic manner compatible with the main trends For educational leadership and public policies and fulfils the needs and goals of the administration itself. In addition, the presence of a statistic with the participation of 90% of the employees of the administration in building the strategic plan and achieving its goals on average. In addition, the presence of an average statistic for the beneficiaries of awareness programs in the culture of creativity and innovation by 90%. Noting that the strategic plan was not read through the available advertising channels, which should be taken into consideration.

3. Is there a role for administrative organization within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers?

To answer this question, the researcher extracted the arithmetic means and standard deviations as follows:

**Table No. (3) The means and standard deviations of the administrative organization Domain**

NO	administrative organization Domain	mean	STD	indication
1	The existence of a number of organizational guides developed at a rate of five guides and developed continuously.	2.51	0.65	High
2	Continuously delegating some of the powers to achieve the interest of the business.	2.51	0.74	High
3	Clarity of job description for employees.	2.31	0.64	Average
4	Existence of a financial surplus through improving performance by about 15%	2.10	0.74	Average
<b>The overall average</b>		2.35	0.59	High

By looking at the previous table, we find that the role of administrative organization within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers was high and with an arithmetic average of (2.35), and this indicates the presence of a number of organizational evidence developed at a rate of five evidence and developed in a manner Continuous. In addition, delegating some of the powers on an ongoing basis to achieve the interest of work. In addition, the clarity of job description for workers with a moderate degree. In addition, the existence of a financial surplus through improving performance by about 15%, and on average as well.

4. Is there a role for creativity and innovation in achieving creative excellence in institutional work from the point of view of departmental managers?

To answer this question, the researcher extracted the arithmetic means and standard deviations as follows:

**Table No. (4) The mean and standard deviations in the Domain of creativity and innovation**

NO	creativity and innovation	mean	STD	indication
1	Existence of creative and innovative methods of setting priorities and trends and developing plans and organizational guides.	1.41	0.67	Low
2	Existence of creative and innovative methods of self-evaluation, motivation and encouragement of creativity and protection of intellectual rights of the creator.	2.20	0.56	Average
3	The existence of creative and innovative ways to participate with others in decision-making and uncover creative ideas.	2.15	0.65	Average
4	Employ creativity and innovation in processes, programs, and services to improve performance (to reduce costs, time, or effort).	2.28	0.55	Average
<b>The overall average</b>		2.01	0.49	Average

By looking at the previous table, we find that the role of creativity and innovation in achieving creative excellence in institutional work from the point of view of

departmental managers came in a medium way with an arithmetic average of (2.01), and this indicates the lack of creative innovative methods in setting priorities and trends and developing plans and organizational evidence. In addition, the existence of creative and innovative methods of self-evaluation, motivation and encouragement of creativity and protection of intellectual rights of the creator on average. Moreover, the existence of creative and innovative ways to participate with others in decision-making and the detection of creative ideas in a moderate way. In addition, employ creativity and innovation in processes, programs and services to improve performance (to reduce costs, time, or effort) in an average manner as well.

5. Is there a role for resources within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers?

To answer this question, the researcher extracted the arithmetic means and standard deviations as follows:

**Table No. (5) The means and standard deviations of the resource Domain**

NO	resource	mean	STD	indication
1	Clarity of the professional development plan for employees that is compatible with the objectives of the educational institution, the developmental needs, and the attracting and retention of competencies.	2.20	0.61	Average
2	The clarity of the methodology for evaluating the performance of the employees of your department that includes (controls, methods of evaluation used, evaluation tools, those in charge of the evaluation, and its method for developing performance).	2.15	0.73	Average
3	Providing equipment and devices to organize learning environments that have an impact on the educational process in support of educational and administrative work.	2.10	0.63	Average
4	Providing an attractive environment for workers (such as rooms, educational aids and tools, to facilitate and communicate information, such as educational devices and others, and provide the necessary resources) to implement projects and programs.	2.05	0.59	Average
<b>The overall average</b>		2.125	0.49	Average

By looking at the previous table, we find that the role of resources within educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers came in an average way with an average of (2.125), and this indicates the clarity of the professional development plan for workers in line with the objectives of the educational institution and developmental needs. Moreover, attract and retain talent. In addition, the clarity of the methodology for evaluating the performance of the employees of your department that includes (controls, methods of

evaluation used, evaluation tools, those in charge of the evaluation, and its method for the purpose of developing performance). In addition, the provision of equipment and devices to organize learning environments that have an impact on the educational process in support of educational and administrative work. It provides the ability to provide an attractive environment for workers (such as rooms, educational aids and tools, to facilitate and communicate information, such as educational devices and others, and to provide the necessary resources) to implement projects and programs, in an average manner, for all paragraphs.

6. Is there a role for the beneficiaries of educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers?

To answer this question, the researcher extracted the arithmetic means and standard deviations as follows:

**Table No. (6) The mean and standard deviations of the beneficiaries 'Domain**

NO	beneficiaries	mean	STD	indication
1	Existence of a written and announced system to communicate with the beneficiaries and know their needs.	1.47	0.63	Low
2	The existence of innovative work programs with a clear methodology to collect data about the beneficiaries inside and outside the administration.	2.30	0.61	Average
3	Integration in work between your administration and the participation of managers of other departments in developing programs and improving performance.	2.28	0.65	Average
4	Existence of transparency to present internal and external complaints and how to deal with them.	2.25	0.74	Average
<b>The overall average</b>		<b>2.075</b>	<b>0.57</b>	<b>Average</b>

By looking at the previous table, we find that the role of the beneficiaries of educational institutions in achieving creative excellence in institutional work from the point of view of departmental managers came in a medium way with average arithmetic of (2.075), and this indicates the absence of a written and announced system to communicate with the beneficiaries and know their needs. In addition, the presence of innovative work programs with a clear methodology to collect data on the beneficiaries inside and outside the administration, on average. Moreover, it provides a kind of integration in the work between your department and the participation of managers of other departments in developing programs and improving performance in a moderate way. It provides transparency to present internal and external complaints and how to deal with them in an average manner as well.

7. Is there a role for creative excellence in learning and teaching processes within educational institutions from the point of view of departmental managers?

To answer this question, the researcher extracted the arithmetic means and standard deviations as follows:

**Table No. (7) The means and standard deviations for the Domain of learning and teaching processes**

NO	learning and teaching processes	mean	STD	indication
1	Reward those who provide various educational models and methods for different groups of students.	2.31	0.64	Average
2	Encouraging those who provide models for programs, mechanisms, or services for gifted and talented students, learning difficulties and people with disabilities, by publishing them.	2.29	0.74	Average
3	Encouraging those who present programs concerned with promoting the values of citizenship and authentic Islamic morals by publishing them.	2.24	0.67	Average
4	Encouraging those who provide guidance and orientation programs and services that deal with students' needs by publishing them.	2.20	0.56	Average
<b>The overall average</b>		2.26	0.56	Average

By looking at the previous table, we find that the role of creative excellence in learning and teaching processes within educational institutions from the point of view of departmental managers came in a medium way with an arithmetic average of (2.26), and this indicates the existence of a kind of reward for those who provide various educational models and methods concerned with different groups of students. And the presence of some kind of encouragement for those who present models for programs, mechanisms or services that deal with gifted and talented students, learning difficulties and people with disabilities, to publish them. Provides encouragement to those who present programs concerned with promoting the values of citizenship and authentic Islamic morals, by publishing them in a moderate way. Moreover, encourage those who provide models for counselling and guidance programs and services that deal with students' needs, to be published on a medium scale as well.

#### **Recommendations:**

1. Work to motivate workers through deliberate programs that correspond to the educational leadership plan for about ten programs.
2. Providing the ability to view the strategic plan through available advertising channels.
3. Work to clarify the job description of the employees in written and announced form.
4. Providing creative and innovative methods in setting priorities and trends and developing plans and organizational guides.
5. Working to provide creative and innovative ways to participate with others in decision-making and to uncover creative ideas.
6. The necessity to provide an attractive environment for workers (such as rooms, educational aids and tools, to facilitate and communicate information such as educational devices and others, and to provide the necessary resources) to implement projects and programs.

7. Work to provide a written and announced system to communicate with the beneficiaries and know their needs.

8. The necessity to encourage those who present models for advising and guiding programs and services that deal with the needs of students to publish them.

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