

PROFESSIONAL DETAILS



Fullname mahmoud mahmoud Amin Othman

E-mail Mahmoud.amin@dpu.edu.krd

Phone 07504562338

Gender male

Birth Date 1978-04-01

Address iraq - Duhok

Nationality iraqi

-
- [Technical College of Akre](#)
 - [Business Administration](#)

LANGUAGE

- **English** (Intermediate)
- **Arabic** (Proficient)
- **Kurdish** (Native)

EDUCATION

Oct, 2019

Ph.D.

Business Administration

Duhok

Dec, 2010

M.A.

Business Administration

Duhok

Jul, 2001

BA Bachelor

Business Administration

Salahaddin

TITLE

Apr, 2014

Lecturer

Oct, 2011

Assistant Lecturer

PROFESSIONAL EXPERIENCE

May, 2013 - Oct, 2013

Head of the department

Akre Technical Institute

Akre

Head of the Legal Administration Department

Oct, 2010 - Apr, 2013

Quality Assurance Unit Officer

Akre Technical Institute

Akre

Quality Assurance Unit Officer

Oct, 2007 - Sep, 2008

Department decision (???? ?????)

Akre Technical Institute

Akre

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Dec, 2006 - Sep, 2007

Statistics Unit Officer

Akre Technical Institute

Akre

Statistics Unit Officer

Nov, 2003 - Oct, 2006

Scientific Unit Officer

Akre Technical Institute

Akre

Scientific Unit Officer

Jan, 2002 - Nov, 2002

manager

Bashqal Agha

Akre

manager of Bashqal Agha school

INTEREST

Strategic Management:

strategic planning strategic improvisation

leadership:

strategic leadership, entrepreneurial leadership

MEMBERSHIP

Aug, 2017 - Current

Founding member of the Sinahi Academy of Strategic Research

member

Akre

Feb, 2005 - Current

A member of the Akre Cultural Center

member

Akre

Jan, 2004 - Current

Member of the Economist Syndicate / Kurdistan

member

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Jan, 2002 - Current

Member of the Kurdistan Teachers Union

member

Kurdistan

PUBLICATION JOURNAL

Mar, 2021

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?????? ??????? ??????? (Issue: 41) (Volume: 4)

The role of marketing in achieving marketing ambidexterity: Exploratory study
Profesor Dr. Darman Sulaiman Sadeq, Head of Tourism Department, College of

Business and Economics, University of Duhok, Dohuk, Iraq. Dr. Mahmoud Mohammed Amin Al-Bashqaly, Department of Business Administration, Akri Technical College, Duhok Technical University, Dohuk, Iraq. Abstract This paper aims to identify the role of marketing improvisation through its dimensions (bricolege, intuition, invention, adaptation, innovation, and spontaneity) in achieving marketing ambidexterity through its dimensions (exploring opportunities, exploiting opportunities and marketing flexibility). In the light of the above aim, the study problem was summarized by a number of questions: what is the level of adoption of the leaders of marketing improvisation dimensions in the banks considered? What is the level of marketing ambidexterity in the banks considered? Is there a significant correlation and effect between marketing improvisation and marketing ambidexterity in the banks considered? The importance of the present study lies in diagnosing the levels of marketing ambidexterity in the banks considered, and revealing the role played by marketing improvisation in achieving such ambidexterity. To do so, four hypotheses were developed. This study followed the descriptive analytical approach. Data was collected through a questionnaire, which was distributed over a random sample of (60) individuals representing the staff in the considered banks, (48) of them were suitable for the analysis, and then the percentage of response was (95%). The study uses several statistical tools to analyze data by using (SPSS: V. 22) package. The results show that is a significant positive correlation between marketing improvisation and marketing ambidexterity in the sample considered; and there is a significant impact of marketing improvisation on the marketing ambidexterity in the above-mentioned sample. The study made several recommendations, including: there is a need for administrative leaders in the responding organizations to pay attention to marketing improvisation, especially since the distinctive feature of the business environment in the world today is the complexity and constant change. This requires keeping up with and responding to these environmental changes. The banks considered can achieve this by having mechanisms to monitor environmental changes, such as adopting the concept of strategic alertness, as well as, using flat organizational structures. This study recommends the management of the banks considered to use their available resources to find solutions for the problems they face, and be flexible in the transfer of resources to activities that add value to the customer service. Keywords: marketing improvisation, bricolege, intuition, innovation, creativity, adaptation, spontaneity, marketing ambidexterity, exploring opportunities, exploiting opportunities, marketing flexibility.

Jun, 2019

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Abstract The study aims at identifying the role of strategic cooperation through its fields including; education, scientific research, community service and other activities for the sake of achieving strategic sovereignty. This can be achieved through the dimensions such as (the influence spots, competitive pressure and competitive formation). In order to achieve the aim of this study, a number of

questions raised such as: Is the leadership of the universities under the study familiarized with the concept of strategic cooperation and strategic sovereignty? What is the nature of the relationship of correlation and influence between strategic cooperation and strategic sovereignty in the universities? Are the surveyed universities differ in their focus on the variables of the study? Are there significant differences between the sample and the variables of the study based on their different demographic characteristics? The significant of the study lies in identifying the levels of strategic sovereignty and to explain the role of strategic cooperation in achieving it. To achieve the aim of the current study, four main hypotheses were developed. The study was based on an inductive method (descriptive analytical). The data were collected by means of a questionnaire and distributed to a random sample of (200) participants representing administrative leaders in the surveyed universities. Data were statistically analyzed by statistical package (SPSS: V. 22). The results of the study showed a significant correlation between strategic cooperation and strategic sovereignty at the macro level of the respondent sample. Moreover, it was found that there is a significant influence relationships for strategic cooperation in strategic sovereignty at the macro level of the respondent sample. The universities under study showed the variety in terms of their adoption of strategic improvisation. The study presented a number of suggestions, the most important are: To develop the strategic cooperation relations between the investigated universities and also to establish joint training programs with abroad universities in the training of teaching staff. Key words: strategic collaboration, strategic supremacy, sphere of influence, competitive compression, and competitive configuration.

Jan, 2019

[Diagnosis of the relationship between employees empowerment and strategic dexterity A survey of the views of a sample of teaching staff at the Cihan University](#)

Academic Journal of Nawroz University (AJNU) (Issue: 8) (Volume: 3)

ABSTRACT The present study sought to determine the nature of the correlation and impact relationship between the dimensions of employees empowerment and strategic dexterity at Cihan University/Erbil under study. The study was based on the development of a questionnaire consisting of (34) paragraphs for the purpose of measuring the dimensions and variables according to the Likert scale of five weights. As a mechanism for this study in achieving its objectives, two main hypotheses were developed indicating a significant correlation between the dimensions of employees empowerment and strategic dexterity (collectively and individually). And a significant effect on the dimensions of employees empowerment in the strategic dexterity (collectively and individually). The questionnaire was distributed to the functional and teaching staff at the researched university. The study chose a random sample of (75) forms, of which 58 were valid for analysis, ie, the response rate was 77.33%. The study used statistical methods to process, analyze and reach the results by adopting the SPSS program. The study reached the following results: • The results of the descriptive analysis showed that respondents' responses were not consistent with the availability of each of the dimensions of employees empowerment and the strategic dexterity in the university in question. • The existence of a correlation

the dimensions and variables. This study contains two hypotheses; the first one is there is a significant correlation between organizational ambidexterity and organizational burnout in the considered faculties, the second hypothesis is there is a significant effect of the organizational ambidexterity on organizational burnout in the considered faculties. The questionnaire had given out to managerial leaders only in the faculties of Dohuk University. The study chooses non-random sample, and its number reaches to (60) questionnaires, (48) of them were suitable for analyzing, and then the percentage of response was (80%). The study uses many statistical tools to process and analyze data by using (SPSS) package. Accordingly, the research has come to the group of findings that are most important: 1- Descriptive analysis results showed that the respondents' answers were agreed that the dimensions of organizational ambidexterity are available in the considered faculties, but they are weak. 2- Descriptive analysis results indicated that the most of the respondents' answers were in agreement that the sources of organizational burnout are unavailable in the considered faculties, except the source of organizational conflict. 3- There is a significant correlation and effect of the organizational ambidexterity on the organizational burnout in the considered faculties. Finally, the study presents a set of proposals that have been extracted in the light of the results of the study, from these proposals: 1- Because of lack of the organizational ambidexterity in the considered faculties, especially, the dimension of the search for new opportunities, the researchers recommends that evoke this dimension because of its impact on the sources of organizational burnout. 2- The study recommends the considered faculties to work to provide the necessary resources, because they are considered as the main causes of organizational conflict.

Jun, 2015

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Testing the Relationship between Quality of Work Life and Organizational Anxiety: An Empirical Study of Career Staff In a Sample Colleges at the University of Dohuk ABSTRACT This study aimed to determine the nature of the correlation and impact between the dimensions of quality of work life and organizational anxiety in a sample of colleges of the University of Dohuk, the study relied on a questionnaire consisted of (57) paragraphs, for measuring the dimensions and variables of the Likert scale (with five weights). The mechanism of this study to achieve their goals, two main hypotheses has been developed in order to find out the significant correlation between the functional quality work life dimensions (collectively and individually) and organizational anxiety of the staff in a sample of colleges of the University of Dohuk, and the presence of significant effect of the quality of working life (collectively and individually) in organizational anxiety of the staff in a sample from the faculties of the University of Dohuk. The questionnaire form was distributed to individual to study a random simple sample (350) forms and (328) forms are valid for analysis which means that rate of response was (93.7%) , the study used the statistical methods for data processing, analysis and access to their results by adopting the program (SPSS).

The study reached to the following results: 1- The results of the analysis indicated that the answers of respondents were in agreement on the availability of functional dimensions of quality of work life in the colleges surveyed but in low rate. 2- The results of the analysis indicated that answers of the most respondents were in agreement, and with the lack anxiety indicators in colleges under study. 3- The existence of the correlation and significant effect of functional worklife quality dimensions in organizational anxiety. Finally - the study concluded a set of recommendations that have been drawn in the light of the results of the study, including: 1- The study recommends the administration of surveyed colleges to provide working conditions morale for employees through respect of the views of employees and give greater freedom to them in their work, and work on the composition of their mutual trust through their participation in decision-making related to their work. 2- Increase the participation of individuals working in the surveyed colleges in training courses that will improve and develop the performance of individuals to make their thinking and their uses in the work thus they can get moral rewards that reduce organizational anxiety which could reached to them during the working at the college.

CONFERENCE

Apr, 2018 - Apr, 2017

[The Sixth Scientific Conference of the University of Human Development: Diversification of funding sources a pillar of sustainable development](#)

Iraq, Sulaimaniya As Presenter

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Aug, 2017 - Aug, 2017

[Erbil International First Conference](#)

Iraq, Erbil As Presenter

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Apr, 2017 - Apr, 2017

The Fourth International Scientific Conference: Looking forward to the future prospects for the economy of the Kurdistan Region of Iraq in light of the current changes

Iraq, Duhok As Presenter

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Mar, 2017 - Mar, 2017

International Scientific Conference: Governance, Administrative and Economic Development in Institutions / Reality and Ambition

Jordan, Amman As Presenter

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Apr, 2015 - Apr, 2015

The Second International Scientific Conference: Human Development A Contemporary Vision

Iraq, Sulaimaniya As Presenter

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Apr, 2015 - Apr, 2015

The Second International Scientific Conference: Contemporary Human Development

Iraq, Sulaimaniya As Presenter

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May, 2014 - May, 2014

Strategic planning in higher education "dialectical framework and the effectiveness of the content

Jordan, Karak As Presenter

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May, 2013 - May, 2013

The first scientific conference of the faculties of law and administration at the University of Duhok

Iraq, Duhok As Presenter

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May, 2013 - May, 2013

[The first scientific conference of the faculties of law and administration at the University of Duhok](#)

Iraq, Duhok As Presenter

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