



The Impact Of Human Capital On Innovation Green At Al-Muthanna University In Iraq

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Abstract:

This research was conducted with the aim of the impact of human capital on green innovation at the public university in the governorate. Muthanna in Iraq. The research statistical community includes employees of public universities in the Iraqi Al-Muthani Governorate. Their number was 770, and the sample size was 335 using the Cochran equation, and they were selected using the available random sampling method.

This research is descriptive and correlational in terms of the applied purpose and method of data collection. In this research, it was used. Field method (questionnaire) to collect information related to confirming or rejecting research hypotheses. In this research was done. Experts in industry and university were consulted to validate it, and finally the validity of the questionnaire was confirmed by the supervisor. Also, Cronbach's alpha method was used to measure the reliability of the measurement instrument, and the reliability and validity of both questionnaires were found to be good. Higher than 0.7, which indicates high reliability of the questionnaires. In order to collect information related to the literature of the subject, The library method was used. The results showed that human capital (human capital knowledge, human capital skill. Human capital and human capital experience have a positive and significant impact on green innovation in public universities in Muthanna Governorate, Iraq.

Introduction:

With the rapid development of industrial economy, environmental pollution has gradually become an important threat to many people countries (Ali et al., 2019). To deal with the challenges caused by environmental problems, research...

Each country searches for strategies that can achieve the dual goals of environmental protection and economic development. Sustainable development has become, due to its dual nature of sustainability (Baskentelli et al., 2019).

and development, an important issue for countries to properly manage the balance between environment and development (Fernando et al., 2019.) There appears to have been a natural

conflict between sustainability and development in the past Due to non-renewable resources and one-sided resource pricing, valuation indicators are not long Term. However, with the advancement of science and technology, the conflict between sustainability and development has gradually faded The environmental responsibility of organizations combined with organizations' need for capacity Competitiveness leads to the spread of the concept of green innovation. Green innovation is clearly taking shape Of green human capital who are aware of the environmental consequences of their organizations' activities. Leading companies, by combining innovation and green strategies, have managed to

To achieve a stable and distinct competitive advantage in addition to improving its brand position. This study provides new empirical evidence for the commercial role (Ansari et al., 2015). Human capital is important in green innovation at the company level and expanding boundaries Relevant research on the economic consequences of green innovation. Now, according to the points. That was briefly mentioned about the importance of human capital in green innovation, we want to in. The future answers the question of whether human capital has an impact on innovation

Green in public universities in Al-Muthani Governorate in Iraq. ?

In the global economic system and ever-increasing competition, creativity is key Innovation is the key to organizations' survival and success. In such a situation, I realized Companies that gain a sustainable competitive advantage depend on their intellectual capital Its success depends largely on its ability to manage these valuable assets. In addition to the above, with increasing environmental concerns from consumers and governments. And communities around the world, manufacturing companies are seeking to develop software. Environmentally friendly such as green product development and green branding. Technology and green innovation. A background review shows that although .Numerous researches have been conducted in the field of examining the relationship between capital. Human innovation and innovation in organizations, very limited attention has been paid to the concepts Green technological innovation and its relationship to human capital.

Research purposes:

Partial aims.

- Explain the impact of human capital on green innovation in public universities in the governorate vesical in Iraq
- Explaining the impact of human capital knowledge on green innovation at the

University of Al-Mathani Governorate in Iraq

- Explaining the impact of human capital skills on green innovation at Al-Mathani Governorate University Iraqi

- Explaining the impact of human capital experience on green innovation at the University of Al-Mathani Governorate⁷ in Iraq.

Hypotheses:

Human capital has a positive and significant impact on green innovation in the public university in the governorate Muthanna in Iraq.

- Knowledge of human capital has a positive and significant impact on green innovation at the public university in Muthanna Governorate in Iraq.
- Human capital skill has a positive and moral impact on green innovation at Muthanna Governorate University Iraqi.
- Human capital experience has a positive and significant impact on green innovation at the public university in Muthanna Governorate in Iraq.

Search scope:

Thematic scope of the research

- The current research explained the impact of human capital on green innovation in Government University in Al-Muthani Governorate in Iraq, in the field of administration.
- The time frame of the research
- Current research in the period from April 1401 to September 1401
- Spatial scope of the research
- The spatial area for the current research is public universities in the governorate Al-Muthani in Iraq.

Conceptual definitions:

- Human capital is an inventory of competencies, knowledge, social and personal characteristics, including. In that creativity, embodied in the ability to do something to produce economic value. Head Human money is a comprehensive economic view of the

people active in the economy. While she An attempt to have biological, social, psychological and cultural complexity so that they are opposed Each other directly in economic or direct influences.

- Knowledge: The set of information needed by human capital and individuals in the organization To perform related tasks
- Skill: The capabilities possessed by the organization's human capital.
- Experience: The experience that people need in their fields of specialization to perform work and services related to.
- Green innovation is defined as software or hardware innovation in technology that relies on Green products or processes and provide conditions for energy saving and waste recycling

And green product design. The goal of green innovation is to reduce harmful environmental impacts

Procedural definitions:

- Human Capital: The meaning of human capital is examined in this research

Scores obtained from a 22-header questionnaire Human money (Amiri, 2012) with the dimensions of knowledge, skill and experience.

- In order to measure green innovation, you can use the questionnaire provided. It contains This questionnaire contains 12 items and four dimensions of green management innovation, innovation Green products, green process innovation, green marketing innovation, Saman et al. Which were extracted from reliable research conducted by him (2012). The validity and reliability of this questionnaire was confirmed in a study conducted in 2016.

Distribution of human capital

- Human capital is divided into two parts, general and specific.

-1 In the general section: Human capital refers to general and general knowledge and skills. Not The special knowledge or skills needed to perform a task or activity. It is institutionalized General or general human capital in an individual, which can be transferred to different industries through

The individual.

In the special human capital department: Special human capital is usually provided for the job or company through education, training and work experience that creates these skills as

Duties of the organization.

Human capital and organizational competitiveness The types of human capital in an organization and how it is used as a source of competitive advantage are The first step this way. Through the resource-based enterprise vision, we realize that resources It is only valuable to us when it leads to efficiency growth and provides us with the potential to invest in opportunities And dealing with threats. So from this point of view, the human capital of the organization creates Value through collaboration in reducing costs or improving services and products for customers. In Strategic management space The importance of human capital depends on the level of creativity and creating differentiation Company competitiveness. The unique nature of each organization's human capital makes organizations It uses and invests its organizational resources in management areas. This work will reduce Risk and investment in the strong productivity and production capabilities of the organization.

Human capital is an organization's success factor

- All organizations seek to attract, and more importantly, retain and develop the best people to deliver Current processes for their future activities, so that in this way they can achieve the goals and pre-defined strategies. For this reason, when hiring or appointing people to jobs and higher positions, organizations try to hire the right people and plan the development of the company Using special procedures and processes. Rest assured.
- Human resources and their growth and development are so important that Norton and Kaplan have dedicated one The four aspects of the balanced scorecard for developing and implementing organizational strategies. How to increase capital Human capital, organizational capital, and informational capital that are achieved as employees develop, as they point out.

Innovation concept

Creating new ideas and turning those ideas into useful actions and applications is called innovation. Innovation A complex concept, it has been studied by different researchers from different perspectives and on Different levels. At the organizational level, researchers have defined this component as development (Production) or application (adaptation) of new ideas and behaviors. The idea or behavior may be related to a product Or service, technology, system or activity. The production of innovation is a process that results in new consequences Organizational community. Adaptation to innovation is the process by which results are

assimilated into Production or activity in the organization Organizational innovation includes processes that lead to the creation or adoption of new models of production and management , not only for production, but also for tangible and intangible resources. It is the concept of innovation Organizational is part of the concept of innovation and development and emphasizes new ideas and readiness for change Organizations. This is also called process innovation and includes innovation and development costs in the calculation the cost. More information in: Remote work and management in government institutions.

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