THE ROLE OF CORE COMPETENCIES IN ACHIEVING STRATEGIC RENEWAL - A FIELD STUDY IN THE GENERAL COMPANY FOR FOOD PRODUCTS

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ABSTRACT:

The research aims to diagnosing the role of the core competencies by their dimensions (shared vision, resources and capabilities, collective learning, employee empowerment, communication, problem solving, and decision-making) in achieving strategic renewal by its dimensions (context, content, and process), as well as diagnosing and analyzing correlations and influence relations between core competencies and strategic renewal at the level of the general company for food products, the research problem was identified in several questions centered on the level of the variables investigated (core competencies, strategic renewal) in the researched company, and for that, the researchers put research hypotheses, and used the questionnaire as a main means of collecting data, and descriptive analytical method was employed as a research method, to survey the opinions of the sample (130) views in the General Company for Food Products, represented by (the general manager, the general manager’s assistants, directors of branches and factories, department managers), so the research community was (160), and distributed (130) A questionnaire, of which (115) were returned, valid for statistical analysis, with a recovery rate of (88.46%), and the data was analyzed using the two statistical packages. (SPSS V.25 & AMOS V.25) and employed a set of statistical methods to extract the results, and the study reached a set of conclusions, the most prominent of which was that the core competencies have an impact on achieving strategic renewal, and there is a positive correlation between core competencies and strategic renewal.

Keywords: Core competencies, Strategic renewal.

I. INTRODUCTION

Some organizations show superior performance compared to competing organizations and have achieved great success in developing and following up their strategies, as the success of some organizations is due to their possession of core competencies that work to support organizations in a way that helps distinguish them from competing organizations, and their development requires a number of strategies and policies to improve the performance of employees in an appropriate manner. Access to distinguished ideas and solutions, as individuals form the basis on which different organizations rely in achieving their goals and ensuring their survival and continuity, which increases in strength in the case of their possession of core competencies, and that most organizations have realized that the main source of the efficiency of their work, growth and prosperity, with their core competencies and organizational and material resources And its ability to encourage employees, acquire skills and build capabilities that help them adapt to environmental changes in order to achieve high performance.

In order to adapt to environmental changes and survive over time, organizations need to regenerate themselves appropriately by changing their strategic intentions, practices, and related capabilities to ensure compatibility with their environment and achieve strategic renewal, a method by which managers ensure that resources are obtained and used effectively and efficiently in achieving goals the organization, that the achievement of strategic renewal depends on the extent to which organizations have core competencies to continuously modify the organization’s strategies, as the strategic renewal mixes between the process, content and the results of updates or changes in the organization’s practices that may affect the long-term prospects of the organization, and organizations aim through the strategic renewal process to renewal the existing ideas Inside and outside the organization, it focuses on resources and tracks mechanisms that would bring about changes that may be proactive or remedial, to make the organization’s strategy vital and able to achieve the goals that the organization aspires to. Her help managers to Making decisions to achieve a high level of efficiency and effectiveness based on core competencies.
From this point of view, the organizations sought to search for their internal capabilities that distinguish them from other organizations in a way that secures their long-term survival and continuity, adapting to the demands of the accelerating environment, and renewing their strategies, and allowing it to gain competitive advantage.

On this basis, the current study came to contribute to the knowledge of the significant role played by core competencies in achieving strategic renewal, by working to know the strengths of material and organizational resources and capabilities, strengthening them and addressing their weaknesses, in addition to communicating with previous research efforts and studies in order to enrich philosophical frameworks and conceptual for such variables. The research seeks to achieve the following objectives:

1. Building a conceptual framework for the research variables in a way that helps to understand these variables and to identify the core competencies in the researched company and its role in achieving strategic renewal.
2. Diagnosing the reality of the core competencies and strategic renewal in the organization in question and its impact on enhancing its capabilities
3. Diagnose and analyze the relationships of influence and correlation between core competencies and strategic renewal at the level of the General Company for Food Products.

II. LITERATURE REVIEW

Core competencies

The origin of the term core competencies goes back to 1632 from the Latin word “competentia” which means correspondence or agreement, and to the French word “competence” which means simply sufficient living (Nagarajan&Prabhu, 2015:7). (Tomal& Jones, 2015: 14) confirms that the study of core competencies and their application appeared in management in the late sixties and seventies of the last century through industrial organizational psychology research and is often attributed to linking capabilities with job performance.

Core competencies are defined as an appropriate combination of different resources and skills that can distinguish organizations in the market and are the basis for the organization's competitiveness (Sihotang et al., 2020: 1608). It reflects the competitiveness of organizations and the duration of their ability to develop their capabilities in the long term, and is represented by the motives for developing innovation products that reduce costs and increase the speed of product production more than competitors, as core competencies transcend departmental boundaries and are spread throughout the organization, which is the best thing that the organization does internally and does not use never outsourced as well as representing its strategic strength (Bani-Hani,2021:215).

Core competencies are necessary to form efficient components of the organization and include communication, negotiation, teamwork, problem solving, interpersonal skills, and others (Irtaimeh, 2018: 173). It are a critical factor that enables organizations to reach strategic goals to determine the necessary performance and achieve desired results, and develop core products that are used to build a greater number of end-user products and improve the chances of success in the long term as core competencies are enhanced over time (Torvatn, 2019:35). Core competencies are very important for determining the strategy of the organization in the midst of intense business competition and rapid changes in the environment, and it is one of the advantages of the organization that is always maintained and continuously developed and permanent which makes the business strong and ever-growing, and enables organizations to produce unique products that are not easy for competitors to imitate, it must meet three main criteria in order to become a Core competencies (Setiawaty&Tjahjono, 2019: 736). These criteria are:

A. It must be of unique and rare value from a competitive point of view, and as such it must be difficult for competitors to imitate, and irreplaceable.
B. It cannot be widely reused for many organizations and markets.
C. It should contribute to the benefits enjoyed by the end consumer and the proposed value to the customer.

The core competencies included different dimensions, the most important of which were the six dimensions that were adopted in the current research for their importance to it, which are (shared vision, resources and capabilities,
teamwork, empowering workers, communication and influence, problem solving and decision-making), and accordingly it were adopted as dimensions of core capabilities. These dimensions will be explained as follows:

A. Shared vision

It is one of the core competencies of leaders and the organization and an important element to drive the organization towards excellence and clarify the trends of change, and aims to present a picture of a better and more valuable future situation, which means an improvement for delivery product (Martin et al., 2014:2). It may be related to the ambitious collective goal, as members of the organization have more opportunities for freedom of exchange of ideas and resources, and it may be linked to the traditional concept of goal-oriented implementation, and one of the transformative tools of the learning organization to facilitate the role of the individual’s internal resources and social capital factors on knowledge transfer (Zulkifly et al.,2020:200). (Chi-hsiang, 2015:155) adds that a shared vision highlights key needs and links them to basic organizational values.

Leading organizations need a common vision that is easy to communicate, and successful ones develop a shared vision for their business. It creates a common goal for the team and defines the primary culture, practices, and policies of the organization. The shared vision can be a guiding force in the strategic renewal of organizations, as it increases the strength of the organization, unites workers towards the goals of the organization, reduces conflict between workers and departments over resources, and can be considered an effective tool in achieving strategic renewal (Neff, 2015:4).

B. Resources and capabilities

Core competencies constitute an important aspect of the organization's resource-based perspective, as a way to achieve competitive advantage by utilizing resources and capabilities (Khalid et al., 2019:3). Resources in general are inputs to the production process and can be tangible or intangible, as tangible resources include the financial and material assets that have been identified and evaluated in the financial statements of the organization, and are represented by capital, factories, machinery, raw materials, land, etc., while intangible resources are more difficult to measure, evaluated, and transferred and includes employees’ knowledge, experience and skills, the organization’s reputation, brand name, and other organizational procedures (Ombaka et al., 2015: 63).

As for capabilities, they are a variety of resources, and refer to the organization's ability to exploit resources for carrying out internal activities efficiently, and build capabilities through the use of knowledge, experience and talent that lie in people and intellectual capital, and includes processes and procedures that manage the interaction between resources to transform inputs into outputs (Thompson et al, 2016:86).

The resources and capabilities represent the basis for the current competitive situation of the organization, but without the strategic renewal to develop and restructure these resources and capabilities, it will be a limiting factor for the organization’s ability, so organizations need to revitalize their operations by changing the scope of their business or competitive approaches or both through strategic renewal processes (Huang, 2009:438).

C. Teamwork

Teamwork is an interactive process in which knowledge from different local sources or channels is accumulated through interactive mechanisms based on common rules, standards and procedures (Chuang et al., 2016:1448). Teamwork contributes to completing work and tasks, responding very quickly to procedures and changes, working continuously with all team members and with managers, determining the percentage of cooperation within work teams, and sharing and transferring important information (Eidan, 2019:135). It also to improve results by building trust, inspiring enthusiasm, encouraging others, resolving conflicts and creating high performance (Agha et al., 2012:194). Organizations need to learn and acquire new ways and accordingly group learning can be used to help the organization renew itself as well and enhance its competitive gains (Shehata, 2020:88).

Teamwork in the organization’s activities as “one team” is one of the pillars of the core competencies, and it can also be considered as part of the requirements for strategic renewal, which requires the participation of the entire organization and that the functions operate in an integrated manner (Fallstrom, 2018: 27).
D. Empowering workers

The importance of empowerment lies in the development of administrative functions and its tangible results in achieving the goals of organizations and maximizing their performance (Alomari et al., 2020:841). Managers are allowed to use the knowledge, skills, and experience of each person within the organization, and a culture of empowerment can be created within the organization that begins with making some changes in beliefs, ideas, and attitudes (Bahadorana & Nazari, 2018:446). Empowerment allows dealing with situations, controlling problems as they arise, and giving subordinates great power to make bad decisions (Gunawan & Widodo, 2021:1164). Empowerment achieves job satisfaction by employees in the organization, and requires adjusting and developing the organization's culture to support employees empowerment, taking into account the behavior, global patterns and practices of the organization (Alkahtani et al., 2021:814).

When middle managers are empowered, they have more influence in dealing with the requirements and goals of strategic renewal than others who see themselves as otherwise, especially when strategic renewal is a strategic priority and an immediate requirement (Hopkins et al., 2013:82).

E. Communication and influence

Communication is the process of transferring ideas, emotions, attitudes and beliefs from one individual to another, from one group to another, from one society to another, it consists of three basic elements: the sender, the receiver and the message (Yalap et al., 2020:23). Communication requires communication skills to convey a message that includes common understanding between the contexts in which communication takes place, and includes listening, speaking, reading and writing (Khan et al., 2017:18). That communication skills represent the process in which workers share information and ideas, whether in spoken or written words or in non-verbal ways such as facial expressions, gestures or body posture (Rauf et al., 2020:649).

The role of strategic renewal in the communication process is highlighted by the administration’s adoption of the process of implementing developments and changes at the administrative levels, and this depends on the extent to which those departments are able to adopt continuous and effective communication with other parties inside and outside the organization. (Al-Hadrawi, 2015:108).

F. Problem solving and decision making

The ability to solve problems is one of the basic competency criteria to overcome the difficulties encountered to achieve the desired goal, as the problem is solved by identifying it, and then seeing its impact and making a decision to solve it (Simanjuntak et al., 2019:111-112). The combination of decision-making and problem solving leads to great ideas, the manager must be able to make the right decision, whether it is to select personnel, resources or strategy (Lassoued et al., 2020: 772). Making a decision to solve any problem requires high ideas and skills to choose an appropriate alternative from among the set of alternative solutions (Yusal et al., 2021: 108).

The relationship between strategic renewal, problem solving and decision-making can be expressed by describing strategic renewal as the process through which decision-making can be made in a conscious manner by the organization to confront problems and seize opportunities to achieve growth in the environment at the expense of competitors (Al-Tamimi, 2019:119). Strategic renewal is considered a vital and important tool in achieving the strategic decision-making process and the role of actors and influencers in organizations make them more flexible from a strategic point of view (Al-Mulla & Ghobash, 2014:77).

strategic renewal

Strategic renewal is a key consideration for organizations that helps to understand their long-term survival and prosperity (Schmitt et al., 2016:1). Strategic renewal is one of the prominent topics in the literature of strategic management, but it is often not clearly defined (Sievinen et al., 2020: 2). The term strategic renewal consists of two terms, the first is renewal, which refers to the activation, redistribution or replacement of the current features of the organization, and the second is strategic, which is a general way in which the organization seeks to transform the basic capabilities associated with competitive advantage and maintain or improve performance (Jarvi & Khoreva, 2019: 77). The term strategic renewal is defined as a pioneering management process to modify or replace the current business model of the organization to address the environmental opportunities facing the organization’s work and to address risks in order to survive and prosper in the long term (AL.Humaidan & Sabatier, 2017: 108).
Organizations’ need for strategic renewal has become an urgent necessity to face environmental changes, business requirements permanently, competitors and the ever-changing needs and desires of customers. Organizations must have the ability to continuously improve their compatibility with internal and external demands, and to have organizational flexibility to achieve sustainability in its competitive advantage (Ali & Yasir, 2020: 1180). The emergence of the urgent need for strategic renewal and changing the working methods of organizations to meet the changing needs of customers was due to changes and radical transformations in the environment and ideological, political and commercial pressures (Maiganen, 2015: 2). The dimensions of the strategic renewal were dealt with by (Alhimyari et al., 2019: 8210), and they shed light on three main dimensions of it, which are (the content dimension - after the context - after the process) and it will be adopted. As dimensions to measure strategic renewal, they are as follows:

A. The context dimension

The dimension of the strategic renewal context refers to management initiatives to respond to demands in the organization's environment, such as technological and competitive changes, change in customer demands and the scope of the market in order to present new opportunities and risks to the organization, strategic renewal includes strategic alignment initiatives that can be proactive or reactive (Schmitt et al., 2015: 2). Organizations must be proactive in anticipating future environmental changes or exploring future business opportunities and responding to environmental changes, and these strategic renewal initiatives are subject to internal selection mechanisms that are critical for organizations to adapt and ensure their long-term survival (Schmitt et al., 2015: 2). These changes and transformations may not be limited to these specific aspects, but the organization can make a fundamental change in one or more aspects of its strategy and organization (Agarwal & Helfat, 2009: 283).

B. The content dimension

It refers to the process of strategic transformation that changes the current business model of the organization, the business model describes how the organization creates product, delivers and captures value to multiple stakeholders, these major strategic changes are not limited to a specific market, product or technology changes, but involve changes in multiple dimensions that require changes in the organization's competitive approach, product range, and distribution channels (Rajes, 2013: 78). Strategic actions can be broadly categorized as either exploitative innovation actions that enhance the organization's existing product market structure or exploratory innovation actions that incorporate new patterns of value creation (Volberda, 2016: 2). He added (Mishina, 2016: 20) that the exploitative strategic renewal procedures develop the current scope of activities and fall within the current geographical scope. As for the exploratory strategic renewal procedures, they introduce new activities to the current business of the organization, or increase the geographical scope of the organization, and the conflict between exploration and exploitation is the processes of recognizing and managing these matters are critical challenges for renewal (Mishina, 2016: 20).

C. The process dimension

The process dimension of strategic renewal involves allowing organizations to change course adoption by shifting their strategic intentions and capabilities, and this emphasizes the time-related aspect of the organization-wide renewal process and its transformational nature by focusing on transformation and excluding incremental and balanced adjustments within the scope of that process (Sievinen et al., 2020: 3). It is associated with the temporary processes of renewal activities and includes the speed and volatility of the strategic renewal procedures, as the success of the strategic renewal process may require central departments in organizations to search for new ways to manage contradictions or paradoxes in their organizations in order to make the employees of these organizations aware of managing contradictions (Alhimyari et al., 2019: 8210). Strategic renewal is a management process to modify or replace an organization's current business model to address emerging environmental opportunities and risks for long-term survival and prosperity (Schmitt, 2015: 2). research assumes

III. THE RESEARCH HYPOTHESES WERE FORMULATED AS FOLLOWS:

1. Core competencies are related a statistically significant link with the strategic renewal at the level of the General Company for Food Products.

2. Core competencies have a statistically significant effect on strategic renewal at the level of the General Company for Food Products.
Display and interpret the results of the variables

1. Core competencies

Table No. (1) shows that the core competencies variable achieved a good level with an arithmetic mean (3.577), and a standard deviation of (0.717), which indicates the lack of dispersion of the sample answers and their emphasis on paying attention to core competencies, such as the distinct knowledge, skills and experiences that are unique to the General Company for Food Products to make it capable to achieve strategic renewal and to overcome other competing companies.

The dimension (problem solving and decision-making) achieved the highest mean (3.635) and standard deviation (0.767) among the other core competencies dimensions, which indicates that the researched company gives special importance to identifying the problem, tracking the causes of its occurrence, and making the right decision to choose the best option that suits its capabilities.

Table (1) Summary of the dimensions of the basic competencies variable

<table>
<thead>
<tr>
<th>Dimensions of the core competency variable</th>
<th>Arithmetic mean</th>
<th>standard deviation</th>
<th>Coefficient of variation</th>
<th>Dimension Availability</th>
<th>Gap size</th>
<th>Relative importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared vision</td>
<td>3.550</td>
<td>0.916</td>
<td>25.797</td>
<td>71</td>
<td>29</td>
<td>5</td>
</tr>
<tr>
<td>Resources and Abilities</td>
<td>3.487</td>
<td>0.810</td>
<td>23.231</td>
<td>69.74</td>
<td>30.26</td>
<td>6</td>
</tr>
<tr>
<td>Teamwork</td>
<td>3.591</td>
<td>0.819</td>
<td>22.812</td>
<td>71.82</td>
<td>28.18</td>
<td>3</td>
</tr>
<tr>
<td>Empowering workers</td>
<td>3.624</td>
<td>0.871</td>
<td>24.033</td>
<td>72.48</td>
<td>27.52</td>
<td>2</td>
</tr>
<tr>
<td>Connection</td>
<td>3.574</td>
<td>0.741</td>
<td>20.735</td>
<td>71.48</td>
<td>28.52</td>
<td>4</td>
</tr>
<tr>
<td>Problem solving and decision making</td>
<td>3.635</td>
<td>0.767</td>
<td>21.113</td>
<td>72.7</td>
<td>27.3</td>
<td>1</td>
</tr>
</tbody>
</table>

2. Strategic renewal

We note in Table No. (2) that the strategic renewal variable achieved a good level with an arithmetic mean of (3.520) and a standard deviation of (0.812), which indicates that the company is constantly following the measures (preemptive or remedial), through which it aims to delete, modify or replace Some of the main organizational characteristics to break the organizational inertia, and the effect of a kind of change, within the allowed controls.

It comes after (content) with the highest mean of (3.555), and standard deviation of (0.923), to create new opportunities by employing renewable technology to enter new markets, making improvements to products and embracing diversity and innovation.

Table (2) Dimensions of the strategic renewal variable

<table>
<thead>
<tr>
<th>Dimensions of the strategic renewal variable</th>
<th>Arithmetic mean</th>
<th>standard deviation</th>
<th>Coefficient of variation</th>
<th>Dimension Availability</th>
<th>Gap size</th>
<th>Relative importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>context dimension</td>
<td>3.477</td>
<td>0.836</td>
<td>24.055</td>
<td>69.54</td>
<td>30.46</td>
<td>3</td>
</tr>
<tr>
<td>Content dimension</td>
<td>3.555</td>
<td>0.923</td>
<td>25.976</td>
<td>71.1</td>
<td>28.9</td>
<td>1</td>
</tr>
<tr>
<td>process dimension</td>
<td>3.529</td>
<td>0.840</td>
<td>23.801</td>
<td>70.58</td>
<td>29.42</td>
<td>2</td>
</tr>
</tbody>
</table>

Research hypothesis testing

1. Correlation Hypothesis Test:

From the results shown in Table No. (3), the correlation coefficient between core competencies and strategic renewal was (0.826**), at the significance level (0.000) which is less than the significance level (0.05). The calculated value of (Z) was (12.439) which is greater than the tabular value (Z) of (1.96), and this result indicates a high positive correlation between core competencies and strategic renewal, which leads to accepting the hypothesis that states (there is a relationship statistically significant between the basic competencies and strategic renewal at the level of the General Company for Food Products).
Table (3) Correlation coefficients between core competencies and strategic renewal.

<table>
<thead>
<tr>
<th>dependent variable</th>
<th>strategic renewal</th>
</tr>
</thead>
<tbody>
<tr>
<td>core competencies</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>R</th>
<th>Sig</th>
<th>Calculated (Z) value</th>
<th>relationship direction</th>
<th>relationship intensity</th>
<th>indication</th>
</tr>
</thead>
<tbody>
<tr>
<td>core competencies</td>
<td>0.826**</td>
<td>0.000</td>
<td>12.439</td>
<td>positive</td>
<td>strong</td>
<td>function</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed)

2. Impact hypothesis testing

Table (4) shows that the calculated value of (F) reached (242.535), which is greater than the tabular value (F) of (3.94) at the level of significance (0.05). This confirms the existence of a statistically significant effect of the core competencies in the strategic renewal. This indicates that the regression curve is good for describing the relationship between core competencies and strategic renewal. The value of the coefficient of determination (R²) indicated the core competencies that were (0.679), which means that the amount of (67%) of the variance in the strategic renewal is a variance that is explained by the core competencies that entered the regression model, and that (33%) variance is explained by other factors that were not Enter the regression model, where the value (T) of the marginal slope coefficient is calculated For the basic competencies variable (15.574), which exceeds the tabular value (T) of (1.984) at the significance level (0.05), and this indicates the importance of the marginal regression coefficient for the basic competencies variable.

As it is clear from the value of the marginal slope (β) of (0.935) that increasing the core competencies by one unit will lead to an increase in strategic renewal by (93%). And the value of the constant (α) for the core competencies is (0.176), and this means that there is a strategic renewal of (0.17) even if the core competencies are equal to zero.

This leads to the acceptance of the hypothesis that (the core competencies have a statistically significant effect on the strategic renewal at the level of the General Company for Food Products).

Table (4) Analysis of the impact of the basic competencies variable on strategic renewal

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Independent variable</th>
<th>(R²)</th>
<th>Adjusted (R²)</th>
<th>(F)</th>
<th>(T)</th>
<th>Sig</th>
<th>indication</th>
</tr>
</thead>
<tbody>
<tr>
<td>strategic renewal</td>
<td>core competencies</td>
<td>0.176</td>
<td>0.682</td>
<td>0.679</td>
<td>242.535</td>
<td>15.574</td>
<td>0.000</td>
</tr>
<tr>
<td>(α)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>There is an effect</td>
</tr>
<tr>
<td>(β)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tabular value (F) = 3.94</td>
</tr>
<tr>
<td>Sample size = 115</td>
<td>Tabular value (T) = 1.984</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tabular value (F) = 3.94</td>
</tr>
</tbody>
</table>

IV. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. The results indicate the interest of the General Company for Food Products in core competencies, by emphasizing the importance of core competencies as characteristics, knowledge, skills, and unique experiences, which provided them with the ability to achieve strategic renewal, access to diverse markets, support their position and achieve their strategic goals.

2. The results showed that the strategic renewal achieved an arithmetic mean of (3.520) with a good level and with a standard deviation of (0.812), which indicates that the company follows the procedures (proactive or remedial) on a continuous basis, through which it aims to delete, modify or replace some of the main organizational characteristics of cutting Organizational inertia and a kind of change have.

3. The General Company for Food Products was able to employ its core competencies to enhance the opportunities for strategic renewal in the company as a whole.

4. The results indicated that the core competencies have a statistically significant effect on the strategic renewal, which confirms the validity of the model.
Recommendations

1. Increasing the interest of the General Company for Food Products in the core competencies, by supporting its tributaries by possessing a sufficient amount of knowledge to create compatibility between its resources (human, material and organizational) to increase its ability to deal with the requirements of strategic renewal.

2. Deepening interest in the importance of strategic renewal and the requirements for achieving it, as it is the basis for the company's success, development, growth and distinction and achieving its goals, through holding seminars and courses for senior management.

3. The need to increase investment in the relationship between core competencies and strategic renewal to help ensure their excellence and growth, and achieve better results.

4. The necessity for the General Company for Food Products to prepare training programs that facilitate clarifying the impact of core competencies in achieving strategic renewal for its adoption in increasing the company's performance and its distinction compared to competitors.

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