

The Role Of The Genotype (DNA) For Regulation In Influencing On The Organization's Market Share (An Applied Study On Al-Imam Al-Hadi Factory (P.B.U.H) For Vegetable Oils In Maysan Governorate)

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Abstract:

The aim of the research is to know “The role of the genotype (DNA) for regulation in influencing on the organization's market share”, as the research community is represented by the employees(workers) of the Imam Al-Hadi Factory (P.B.U.H) for vegetable oils in Maysan Governorate, that the questionnaire questions were designed to collect data by a number about (360) workers, so the data was analyzed by using the SPSS program, then the researcher has used the correlation and regression method to prove the effect of the .relationship between the independent variable and the dependent variable
The results of this study concluded that there is a positive relationship with a statistical significance between the the genotype (DNA) of the organization and the market share for the organization.

Keywords: *the genotype (DNA) of the organization, organizational structure, decision-making, information, motivation, market share.*

I.INTRODUCTION

In light of the changes, information technology and globalization, the organizations are facing a difficult task that enables them to adapt with these different variables, cultures, increase the diversity in human resources requirements, all of these are forcing the leaders to find new and different ways in which they can distinguish themselves from other competing organizations by determining their distinctive identity through which they can infer their market position, therefore, choosing the DNA is the primary challenge for the differentiation of any organization from other organizations through the services that it provides, especially for emerging the organizations in the competitive market, the more that the organization's share in the market is increased, leading to the strengthening its competitive position and increasing its potential returns.

It can be distinguished between the successful and unsuccessful organizations in their ability to achieve their goals through a competitive strategy to achieve the highest performance than the competitors present (Lvanov, 2013), that the most companies struggle to achieve the success in a very difficult environment, this requires employee engagement, speed of interaction, integration of organizational efforts and determination to succeed rather than fail (Brook, 2013,).

Because of the unique structure of the genotype (DNA), it has become an important topic in management science because it contains a set of determinants, as these determinants can be passed on the generations, as the organization can be distinguished from other organizations. A human has a (DNA) characteristic that distinguishes him from others, no matter how similar in name, shape, characteristics, which it is passed on to the generations that follow through it, so the person lives (the past, the present), also the organizations have a hereditary character that the generations inherit within the organization (Abdel Hamid, 2017, 35).

II.RESEARCH METHODOLOGY

This topic deals with the methodology which is adopted in the research in terms of the nature of the problem, goals, the sample of the research, methods of collecting data and tools for statistical analysis, reaching to the results as follows:

First: The research problem and its questions:

The researcher conducted an applied study on Al-Hadi factory (P.B.U.H) for vegetable oils in Maysan Governorate, through conducting several interviews with workers in different administrations(departments), so the results of the study reached a set of negative aspects that can be summarized as follows:

- 1) The nature of some departments is not based on the delegation of authority, which is reflected negatively on the performance of workers.
- 2) Many creative ideas do not receive a sufficient acceptance, which is negatively affected in the performance of the work.
- 3) Lacking of familiarity with the concepts of the genotype (DNA) of regulation.
- 4) The nature of the work in some departments in terms of linking to regulations and laws, which takes a lot of time and effort and this is reflected negatively on workers and dealers and its reputation as well.

Therefore, the research problem can be summarized in the following:

The extent of the awareness of workers in Al-Hadi factory for vegetable oils of the importance and the role of the genotype (DNA) of the organization (decision-making rights, information, the motivators, organizational structure) and its impact on the market share of the organization.

Therefore, the research tended to address a basic problem, which is expressed in the following questions:

- 1) Is there an actual relationship between the exclusion of the genotype (DNA) for regulation and the market share?
- 2) Are departments aware of the philosophy of DNA and its role in giving it a distinct identity and what is the benefit of that?
- 3) Does the genotype of regulation affect the performance of workers?
- 4) Does the market share affect the dimensions of the organisation's genotype DNA?

Second: The Research Goals

- 1) Studying the effect of exclusion of the genetic character of regulation on market share.
- 2) The Reaching to a set of regulatory genes that affect in the ability of these units to implement their goals.
- 3) Arranging the genotype (DNA) of the organization in terms of its relative importance according to the strength of its influence on the market share.
- 4) Coming up with the conclusions and recommendations that persuade the highest management of the important role that is played by the genotype (DNA) of regulation in the progress of organizations.

Third: The importance of research

The importance of research can be divided into scientific importance and applied importance through the following:

1- The scientific importance

The research derives its scientific significance from the role that can contribute to enriching writings in the field of human resources management, as this is due to the fact that the focusing of the limited Arab and foreign studies that

dealt with the topic of the research on the extent of the two researchers' knowledge on some dimensions that make up the genetic character of the organization in its effect on its outputs which it represents one of the weaknesses which are facing these studies, therefore, the importance of this research is through determining a number of dimensions and determining its role in influencing the marketing share.

2- The Applied importance

The applied importance is represented by the following:

- 1) The importance of this research stems from the fact that the DNA for the regulation in developing the market share through the dimensions of the genetic character.
- 2) The research presents a set of results through which the focusing can transform the weak point into strong to the organization.
- 3) Knowing the role of the relationship between the genotype (DNA) of the organization and its effect in developing the market share.
- 4) The research presents a framework (theoretically and practically) through which the concept of genotype can be identified and its impact on the market share.

Fourth: The Research hypotheses

The first main hypothesis: which states that there is a significant correlation between all dimensions of the independent variable and the market share.

H₀: There is no significant correlation between (decision-making, motivation, information, organizational structure) and the market share.

H₁: There is a significant correlation between (decision making, motivation, information, organizational structure) and the market share.

The second hypothesis: which states that there is an effect of significant indication between decisions-making and the market share.

H₀: There is no effect between (decisions making, motivation, information, organizational structure) and the market share.

H₁: There is an effect between (decisions making, motivation, information, organizational structure) and the market share.

Fifth: The hypothetical research scheme

Figure No. (1) represents the research scheme which represents the group of relationships that combine the removal of the main research variable, the organizational genetic footprint with its sub-dimensions (decision-making rights, motivation, information, organizational structure), (Booz, 2002) also believes that the genotype (DNA) of the organization consists of four main groups which are the organizational structure, decisions, information and motivation, that it can be illustrated through the following form:

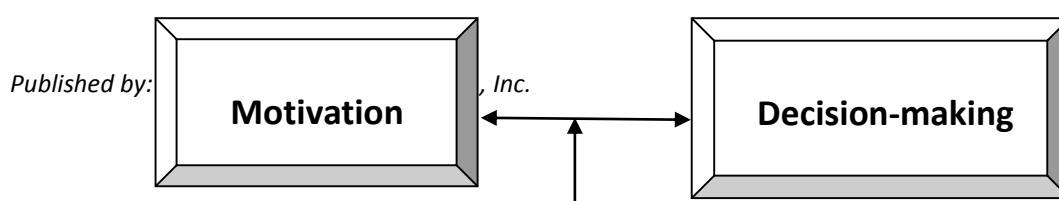


Figure (1) hypothesis search scheme

Sixth: The Research community and its sample

The current research community is represented by the workers in Al-Hadi factory (P.B.U.H) for vegetable oils in Maysan Governorate, Iraq, at the various administrative levels, AS they are (360) individuals at the time of conducting the field research.

A stratified sample was selected from the research community, has reached to (105) individuals, that the sample was distributed in proportion to the numbers of workers at different administrative levels.

Seventh: The Research Methodology

This research is relied on the descriptive analytical approach to study the nature of the correlation between the dimensions of the genotype (DNA) (as an independent variable) and the market share (dependent variable), by applying it to the Al-Hadi factory for vegetable oils in Maysan Governorate, to achieve this approach, two types of data were adopted:

* The Secondary data: Depending on the preparing of the theoretical framework, on the various references from Arab and foreign books, articles, previous studies and published research which dealt with the issues of the genotype (DNA) of the organization.

* The Primary data: The research relies on the collection of preliminary data on the survey list which was specifically designed to test the hypotheses of the research, by conducting a field survey with some workers in the Al-Hadi Factory for the vegetable oils the place of the research to obtain these data.

Eighth: The tool of the research

The Research depends on collecting the data on the questionnaire list that was specifically designed to test hypotheses of research. As this list includes two main axes, the first axis included: identifying the opinions of the research sample about the extent of knowledge of the exclusion of the genotype (DNA) of the organization (decision-making rights, information, incentives and organizational structure) in Al-Hadi Factory for the vegetable oils which is the place of the study, the second axis is the market share.

Ninth: The applied framework for the research

The applied framework for the research aims to answer its questions by analyzing the data which are obtained from conducting the field study, this is, by using some descriptive and inferential statistical methods that the researcher found suitable for the hypothesis testing.

Tenth: the limits of the research

The research limits were represented in:

1- Spatial limits: The research was applied in Maysan Governorate.

2- Time limits: The research was conducted during the period (December 2019 until May 2020).

The second topic: The theoretical framework

First: the concept of the genotype (DNA) for organizing

The genotype (DNA) for organizing is a metaphorical term which is referring to the main factors that determine the characteristics of an organization and help to explain its performance (David and others, 2006).

The genotype (DNA) of the organization is a life approach which is passed on to generations through an organizational method that forms the backbone of the organizational life, that it is felt by customers, as they are preferring it to other organizations (Vijay & Chris, 2005), besides (Neilson, 2006) notes that the genotype DNA of the organization is the framework that addresses all aspects of the company's architecture as well as a set of principles that allow the management to gain insight into what is and is not acceptable.

Also (Chris, 2005) saw the basis of the genotype (DNA) is representing in the innovation which is based on creating value through creative employees who were involved in discovering and generating new ideas. In the same direction, (Brook, 2013) saw that the innovation is the basis of the genotype (DNA) through the attributes that the organization bears, which are directly related to the performance of its work, in which it is able to create a competitive advantage for the product and customers and increase competitive awareness as well as accessing to a better position from competitors and increase the market share.

Second: The importance of the genotype (DNA) for the organization

The organizations which are working through the philosophy of DNA lead to more important opportunities

than other organizations. For example, workers are the source of innovation, so they must have the largest share of attention, in addition, the management must achieve a balance that allows the workers to participate in new ideas (Soroush et al., 2013).

A person's life always ends in death. While the institution can be still eternally in the world of work and never die, if its genes (its managers) and its chromosomes (systems) are able to transform into the best in the context of its environment and organizational climate, therefore, naturally that most of companies struggle to implant their genes to obtain the maximum value from human capital because it is the element through which success is achieved (Adlouni, 2012).

The Spreading of the culture of DNA and its role in giving the concerned organizations a distinctive identity contributes to support their marketed presence and reconsidering the organizational structure in line with the knowledge revolution as well as the organizations need for flat structures (Al-Assaadi, Jassim, 2015).

It is clear from the above that the importance of the genotype (DNA) is represented in:

- 1) Granting the organization a distinct identity that contributes to support its presence market and globally.
- 2) It is considered a general determinant of the organizational performance of the organization.
- 3) Distinguishing the organization from other organizations.
- 4) Achieving a competitive advantage for the organization.
- 5) It represents the mental strength which links the measures of successful performance.

Third: The components of the genotype (DNA):

The organizational genes consist of the organizational structure which is based on the workings of the organization, as it consists of the roles and relationships that constitute the effectiveness of the organization, whether inside or outside the organization, that to achieve this organizational effectiveness, it is necessary to form the organizational genes on the basis of forces, then the organization can be moved in any direction by changing the regulatory genes which are related to it (Lvanov, 2013), (Shris, 2013) emphasizes that the organizational structure, workers, used systems and the prevailing culture represent the primary domains of the organisation's DNA components as they can be illustrated by:

1. Organizational structure: It is represented by several limitations, namely (authority of decision from top to bottom, flowing information and official reports).
2. Workers: This dimension is represented in (employment policies, policies of encouragement, motivation, promotions, leadership qualities of the workers) and others.
3. The used systems: decision-making systems, planning systems, governing business criteria, evaluation of performance, compensation system and motivation systems.
4. The Prevailing culture: concepts of the culture which are used by the organization, behaviors that can affect the workers in the organization.

While (Shtiwil, 2013) believes that the components of the genotype(DNA)of the organization can be divided as the following:

First- Physical legacies such as (buildings, capital, cars,etc.).

Second - moral legacies, which include:

- 1- Labor laws and regulations.
- 2- Organizational culture.
- 3-Organizational climate.
- 4- The Organizational environment.

Fourth: The dimensions of the genotype (DNA):

1- The Rights of Taking Decision

(Al-Taie, 2009) believes that decisions are taken in the organization in continuous basis whether it is related to setting prices or choosing a new project to finance it from a specific budget or determining the goods and services that it provides before other organizations with the effectiveness in making such decisions determines the success of the organization, accordingly, the decision-making rights are the main pillar in every organization.

The decision is to choose from a set of alternatives which are proposed to solve a problem, crisis or conducting a specific job after identifying the strengths and weaknesses of each alternative, in preparation for choosing the best alternative (Al-Asadi, Al-Dahan, 2017).

The Information

The information is the primary means of transforming the knowledge, it also describes how the performance is measured, how the activities are coordinated and how knowledge is circulated while describing mindsets and thinking which it is an informal elements.

Today the information is the basis for organizations 'success in achieving the goals they seek because of their great role in the movement of the human and society and their development, as the opinions of the experts differed about the concept of the information, as it is defined as the results of the final data after its arrangement, analysis, treatment and interpretation, which is based on facts and theories, that there are fundamental differences between the data and information (Al-Sairefi, 2005), also the lack of information for the organization leads it to a state of uncertainty when making decisions which is based on the basic information (Shabeer, 2006).

3-The Motivators

The motivators are the means that motivate the behavior of workers in the organization as well as it is considered one of the alternatives of career which is available to the employees for career advancement, as Daft sees (Daft, 2000) that it excites, directs and continuing the behavior, also he adds that it is an external and internal powers owned by the individual, as the issue of motivating employees to provide their best is extremely important, so the motives are considering like the performance which is corresponding to the outstanding performance (Al-Taie and others, 2006) ,also the motives are external impacts that serve as a tool that used by managers to raise the motivation of the

working individuals and direct them towards the goals that the administration wants to achieve (Al-Assadi and others , 2017)

4-The Organizational Structure

(Shris, 2005) believes that the organizational structure represents the basic domains of the genotype (DNA) for organizations, as it represents in the structure and form of decision-making, the flowing of information and the official reports, as the organizational structure can promote the cultural values that encourage the integration and good coordination. That any organization can build a strong genotype (Strengths DNA), for everyone in the organization by building a convincing work environment that suits all conditions, also (Neilson, 2006) saw that there are four variables or chromosomes that define the genes of the organization which is called (genes of performance), which are decision-making rights, forms of motivation and motives, information exchange and organizational structure, that there are many norms and rules that help to reduce the communication problems and prevent confusion and accelerate the flowing of information (Abdullatif, 2010), as the organization is the human grouping which includes a group of individuals in which they cooperate with each other. The organizational structure is defined as the framework that defines administrations, organizational divisions, units, also it organizes the relationships within the organization and defines responsibilities, chain of command, lines of authority, decision-making as well as the form of activities that require for achieving the goals of the organization (Al-Hindawi, 2016).

On the other hand, some researchers see that one of the most important components of measuring the organizational structure is the form and method of the delegation of authority process, in addition, it is the scope of supervision and the number of units at each level, the forms and lines of authority.

Fifth: Types of organizations according to the genotype (DNA)

The Researches and studies by (Al-Assaadi, 2017), (Booz, 2012), (Bordia & etal, 2005), (Knott & Neilson, 2006) and (Walker and Al-Masadi, 2008) indicated that the fusion of DNA components in a good or irrational manner led to the presence of seven main types which are:

- 1-The tight organization
- 2- The bloated organization
- 3-The organization with intermittent activity, the defective organizational file
- 4- Aggressive, passive organization
- 5-Flexible organization
- 6-The organization distinguished by military discipline, the health regulatory file
- 7- The organization that takes the right time approach

Sixth: The Market share:

The market share of the organization is one of the important indicators that enhance its competitive position in the market as the organization seeks to maintain its market

share by providing high quality products by following an appropriate price policy and developing its production activities, accordingly, the market share is considered the most important effective indicator for the success of both production and marketing activities (Al-Sumaidi 2001, 21), several definitions of market share were received, Regan (2002) has defined it as the ratio of the organization's sales to the sector's total sales in a specific period, also it is defined by (Pearce and Robinson, 2003) as the company's sales which are attributed to competitors' sales.

1-The concept of the Market share

It is a measure of an organization's market power (Kotler & Armstrong, 1999: 38), also it defines that (PrideAferel, 2000: 23) the percentage of the target market that actually buys a particular product from a particular organization. The simple analysis to the market share which is represented by the ratio of the organization's sales to the total sales of the same product in the market cannot be sufficient as there are influencing factors that should be paid attention to when measuring the market share which includes external forces with the influence in all business organizations as well as the entry of the new organizations to the market (Stanton, 2001: 61).

2- The importance of the market share

Hassan believes (Hassan, 2010,8) that the importance of the market share is clear through the following:

- 1- High market share means better performance in serving and meeting the needs of existing customers.
- 2- The organized market share gives the ability to achieve another performance into the market, as brands with a high market share are often widely known.
- 3 - After the market awareness, the market share also provides the organization with the size of the industry in which it competes and the market to which the product is presented.

3- The Factors that affect the market share

The following are some of the factors that lead to an increase in the organization's market share (Al Barwari, Akhzoun, 2013).

- 1- Working to involve the entire organization in the selling process and its requirements.
- 2- Paying attention to the research and the development activity and do not rely on one product.
- 3- Paying attention to the customer's added value through the excellence in the services which are provided by the organization.
- 4- Paying attention for pricing policy and make it more competitive with competitors prices.

The third topic

The practical framework of research

First: - The Description of the study sample

1- The Sample of the Study:

The sample of the study included 360, where 105 questionnaires were distributed to employees, as 100 questionnaires were retrieved, for measurement.

2- The Sample collection method:

The researcher has used the random simple method sample to distribute the questionnaires to the workers on the assumption that the society is homogeneous. Therefore, the researcher used the simple random sample, then the appropriate sample was taken, as the sample size reached to 100 students, which represented the study community.

3- The Statistical indicators:

The researcher relied in the statistical analysis on the data and information which are obtained from the research according to the Likert quintet scale, as the researcher used the most important statistical indicators to suit the hypotheses of the research and its questions, which are as follows:

1- **Repetitions and percentages:** to know the number and the percentage of the respondents within the research sample.

2- **The probable Arithmetic Mean:** It is used to know the degree of the agreement of the surveyed sample for questions.

3- **The Standard deviation:** It is used to know the extent of the dispersion of the answers of the searched sample for the degree of agreement.

4- **Person Correlation coefficient:** It is used to measure the extent of correlation of the research variables with each

Table No. (1) below describes the research variables for making- decision

N.	The first axis - the independent variable in all its dimensions	The probable Arithmetic Mean	Standard deviation
The Decisions Making			
1	Involving the staff in decision-making	4.1000	1.07381
2	I can use the manual information system when making decisions in case of computer failure	4.0000	0.96890
3	I can use the internet easily when making my decision	4.0000	0.90351
The Information			
4	The availability of information at different administrative levels	4.3800	0.80534
5	Managers make their daily decisions basing on the information which are supplied by the factory's MIS	4.2400	1.17038
6	Information can be obtained from beneficiaries about the need for it	4.2000	0.69985
The Motivation			
7	The material and moral reward helps to motivate the employee	4.0800	1.08496
8	All the data of employee on wages and motives are confidential	4.2200	0.81541
9	Wages and motives information is updated periodically	4.1000	0.78895

other and to determine the type of the relationship whether it is positive or inverse (negative).

5- **(F) Test:** It is used to find the effect of the independent variables in the research on the adopted variable.

6- **The Regression equation:** It is used to know the extent of the influence of the independent variable on the dependent variable.

7- The moral value (sig.) was adopted in testing the research hypotheses instead of the tabular values which due to the accuracy of the accounted results from the moral value (sig.).

It should be noted here that all of these indicators were calculated by the Statistical Package for Social Sciences (SPSSV20).

Second: The Description and diagnosis of the research variables

This paragraph includes the describing and diagnosing of the main variables of the study, which are represented by (decisions-making, motivation, information, organizational structure) as an independent axis and a measure of market share as an adopted axis in the research. For achieving this, an appropriate statistical analyzes were used.

1- The Arithmetic means and the standard deviations for the responses of the sample decision-making

Structural Organizing			
10	The implementation of all responsibilities and powers in the organizational structure performs very clearly	4.2600	0.98582
11	There are several officials who receive work-related orders from them	4.1800	0.74751
12	depend on laws and procedures when working	4.1000	0.70711
	The general mediator	4.1555	0.895941

The results of Table (1) indicate that the axis of the independent variable in all its dimensions has obtained a general arithmetic mean about (4.1555) and a standard deviation reached to (0.895941). This indicates to the homogeneity of the sample responses about the value of the arithmetic mean, as for the level of the items, the item (4) came in this axis, which is the availability of the

Table No. (2) below describes the research variables for the market share

N.	The Market Share	The probable Arithmetic Mean	Standard deviation
1	The factory is keen to be the leader in the market by providing what is new and distinct	4.3000	0.95298
2	The factory seeks to develop the services which is provided to customers in order to increase its market share	4.4000	0.85714
3	The factory seeks to achieve the leadership in its markets	3.7400	1.49571
4	Factory products are highly accepted in the market	3.8800	1.22291
5	The market share of the factory is increasing in light of the competition in the market	4.2200	1.07457
6	The factory seeks to reduce customer complaints and resolve them as soon as possible	4.1800	0.80026
7	The factory has loyal customers	3.8800	1.13641
8	The factory is working to attract the new customers	3.4800	1.28158
9	The factory aims to increase the volume of subscriber's transactions.	3.1000	1.37396
10	Searching for new markets in order to increase the factory's market share	3.2000	1.41421
	General Mediator	3.8359	1.160973

The results of the Table (2) indicate that the market share has obtained a general arithmetic mean about (3.8359) with a standard deviation (1.160973), as this indicates the homogeneity of the sample responses about the value of the arithmetic mean, as for the level of the items, the item (2) came in this dimension, which is (the factory seeks to develop the services which are provided to the customers in order to increase its market share) is the most homogenous, where it obtained a mediator reached to (4.4000) with a standard deviation about (0.85714) that the direction of this item is (agree), as the general dimension of the market share is (agree).

Table No. (3) represents the correlation relationship

information at the various administrative levels which is the most homogenous, as it obtained an arithmetic mean about (4.3800) with a standard deviation about (0.80534) as the direction of this item is (agree), also the general direction of the information is (agree) as well.

2- Arithmetic mean and standard deviations for the responses of the market share sample

Third: - The hypothesis testing

1- The first main hypothesis test: - which states that there is a significant correlation between (decisions-making, motivation, information, organizational structure) and the market share.

H_0 : There is no significant correlation between (decisions-making, motivation, information, organizational structure) and the market share.

H_1 : There is a significant correlation between (decisions-making, motivation, information, organizational structure) and the market share.

Correlations		
		The market share
Independent variable	Pearson Correlation	0.630**
	Sig. (2-tailed)	0.000
	N	100
**. Correlation is significant at the 0.01 level (2-tailed).		

Table No. (3) indicates that there is a relation of a significant correlation between the decisions-making and the market share in the research, as the value of the Pearson correlation coefficient is significant which is about (0.630), that this is because the significant value of sig. is about (0.001) which is lesser than 0.01 with confidence about 99%. This means that the first main hypothesis is fulfilled, meaning that there is a significant correlation between decisions-making and the market share.

2- Testing the second main hypothesis: which states that there is a significant effect between decisions-making and the market share

H₀: There is no effect between decisions-making and the market share

H₁: There is an effect between decisions-making and market share

Table No. (4) represents the table of the variance analysis

ANOVA ^b						
Model		Sum of Squares	d f	Mean Square	F	Sig.
1	Regression	6,133	1	6,133	31,634	0,000
	Residual	9.305	98	0.194		
	Total	15.438	99			
a. Predictors: (Constant), The independent variable in all of its dimensions						
b. Dependent Variable: The Market share						

The results of the F test indicate that there is an effect of all dimensions of the independent variable on the market share which are shown in Table No. (4) that the accounted F value has reached (31,634) at the level of significance (0.05) where the value of P-value is about (0.000) which is lesser than 0.05 as this means rejecting the null hypothesis and

accepting the alternative hypothesis. This means that there is an effect of (decisions-making, motivation, information, organizational structure) on the market share.

Table No. (5) represents the effect of the dimensioning of the independent variable on the market share.

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R ²
		B	Std. Error	Beta			
1	(Constant)	0.907	0.525		1.728	0.090	0,397
	Independent variable	0.705	0.125	0.630	5.624	0.000	
a. Dependent Variable: The market share							

Table No. (5) indicates that the value of R² is about (0,397), which means that the dimensions of the independent variable have explained (39.7%) of the changes in the market share, as the B values reached to (0.705), that is, increasing the variables of the independent variable (decisions-making, information, motivation, organizational

structure), one unit of standard deviations will lead to an increase in the market share about 70.5% of the standard deviation unit.

Three - the results

1- There is an effect of the dimensioning the independent variable (decisions-making, motivation, information, organizational structure) on the dependent variable (the market share).

2- Studying the dimensions of the genotype (DNA) of the institutions, enabling us to get to know their concept and the most important dimensions and impact for the workers.

3- The blurring of the concept of the genotype (DNA) to the workers under the study place.

Fourth- The Recommendations

In light of the results of the theoretical and applied study results, the researcher has put a set of recommendations:

1- Promoting the idea of the cultural construction of the genotype (DNA) of the organization, also putting the scientific and applied foundations for this concept as a relatively recent concept.

2- The researcher recommends for making the dimensions of the genotype (DNA) of the organization as a part of the organization's culture, this is done with more freedom of making decisions as well as training the administrative cadres which are associated with the work of the organization.

3- The necessity of setting an independent organizational structure for the departments and units, also increasing the degree of organizational flexibility of the organizational structures.

4- The organization must choose the administrative leaders who have a set of expertise and skills which are necessary to complete the work.

5- Leadership must share the goals of the organization with the working individuals, increasing their leadership skills, working to develop the individual's sense of the organization's pride, the company must increase the means of communication between the admin and subordinate.

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