

**THE EFFECT OF STRATEGIC DIRECTION IN ENHANCING THE ROLE OF SOCIAL RESPONSIBILITY THROUGH ORGANIZATIONAL PROWESS IN JORDAN SERVICES MINISTRIES**

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**ABSTRACT:**

Global competitiveness and the changing surrounding circumstances have made institutions more aware and vulnerable to adopting change continuously, as this requires active participation from every level of the organization, and to achieve the goal of the study, the comparison method was adopted, and the results of previous studies showed that there is a positive relationship between strategic orientation and social responsibility through Organizational prowess on the performance of organizations so that they are able to deal with any future developments and challenges, in addition to that this relationship supports the organization in achieving its desired goals so that it can deal with the competitive work environment by uncovering opportunities, self-development and innovation. We recommend the decision makers in the Jordanian Ministry focus on supporting human capital and following up on human resource management in addition to the need to strengthen the organizations marketing departments, as they are the main points of contact with the local community, apply modern electronic system in the application of organizational ingenuity so that we have higher quality results and faster.

**KEYWORDS:** Strategic Direction; Social Responsibility; Organizational Prowess; Service Ministers; Jordan.

**INTRODUCTION:**

With the development of means of communication and information systems, the world has become a small village (Alghizzawi, 2019a, 2019b; Almuhausen, Habes And Alghizzawi, 2020) This helped create a competitive environment between companies [4], [5]. This directs decision-makers in organizations to the necessity of activating all employees to participate in the tender, which increases the importance of the role of the Human Resources Department in following up employees, especially in service organizations, So as to ensure the achievement of the goals of the organization, which gives it an important role in organizations with this fertile environment with

competition, which prompts us to stand on the strategic direction in organizations in promoting social responsibility as it plays a direct role on social development and in the event of developing the performance and development of organizations will have a positive reflection on the growth of the sector Organizations that support the national economy and achieve competitive advantage and ways to develop institutional performance, since the strategic direction within the organization provides a comprehensive vision that helps business organizations to achieve

guaranteed and continuous success and to maintain it [5]–[9] Social responsibility is one of the modern topics that organizations are interested in, along with the strategic orientation, and with the increase in the size of private sector organizations and the expansion of their role, social participation is required to meet societal goals so that among its economic interests is the fact that the organization’s social role achieves a balance between the desires of individuals, the income of the organization and the aspirations. The society [10]. strategic direction, the framework that enables the organization to define its future vision and social responsibility, helps to influence the lives of the population by defining the responsibilities of the organization towards its society in which it works, as the organizational skill gains the organization the ability to adapt to its surrounding environment when the organization finds its future position and defines its social responsibilities towards its community Where we grow up is manifested organizational prowess to enhance the role of the organization and increase its ability to adapt [3], [11]–[13] Therefore, this study came to examine the effect of the strategic direction on social responsibility through the organizational prowess in Jordan services ministries.

**METHODS**

This study seeks to support previous studies that dealt with the effect of strategic direction affected social responsibility through organizational prowess. In the third section the method of comparison was adopted, and in the fourth section the results obtained were studied, and in the end recommendations and conclusions were drawn up [14]–[21]

**LITERATURE REVIEW:**

The study of the concept of strategic direction is one of the important issues for institutions as it helps organizations to adapt to different

dimensions of organizational capabilities in order to continue development and to ensure sustainable success. The axis of organizational prowess plays an important role in competition because it supports organizational growth and enhances the future vision of organizations for survival in addition to The challenges facing organizations forced them to adopt organizational prowess as an integral part of their strategy, as it is considered necessary to be aware of these challenges in the local and global work environment [10], [11]. The importance of this study stems from the fact that organizational prowess contributes to the development of the strategic direction of organizations, which helps organizations carry out community responsibilities in addition to finding root solutions to the challenges faced by society, which supports organizations to continue their progress and increase the productive quality of the service outputs provided [22], [23]. In Figure 1, the chart explains the effect of the strategic direction on social responsibility through the organizational prowess in Jordan services ministries.

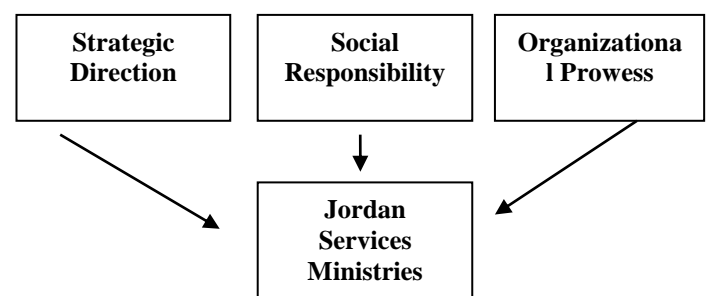


Figure 1. The effect of the strategic direction on social responsibility through the organizational prowess in Jordan services ministries

**3.1 Strategic direction:**

The term strategic direction revolves around business development through the effective allocation of organizations' resources, as the strategic direction plan for any organization that is unclear without a reference is relied upon in determining the objectives of

the organization and until the organization develops its basic strategy, it must define its vision and goals so that it depends on it in building its aspirations. And its activities that it carries out in its community within a timetable or an implementation plan that is reviewed periodically based on the desired goals that it seeks to implement [24]. The values of the institution define the effective strategic direction of the organization so that it carries out its work within the values, objectives and slogan of the organization in all its services so that it is reviewed and adhered to it periodically and it is important to see the future in a realistic way that reflects the organization's aspiration to provide credibility and motivation to those who work within it [25].

### **3.2 Organizational Prowess and Social Responsibility:**

With the development of the global competitive environment, organizations face challenges and rapid developments due to information systems, technology and policies [26]. according to [14], [18], [21], [27] strategic direction an important element for decision-makers in organizations and a major challenge in how to adapt to strategic developments, as organizations take many decisions to balance Between these developments and bridging the differences, therefore, many organizations found that organizational prowess is the best and most effective solution in achieving strategic directions, as it helps organizations to reach the strategy by helping them adapt to the expected developments [28]. The development of the organization's strategy is a matter of great importance to achieve the economic goals that develop from the results of the organization with clients, directly or indirectly, and it can be said that the decisions taken by organizations about strategic plans have social and economic dimensions. There is a link between organizations and local communities that cannot

be ignored, due to the fact that the organization's work has an impact on the local environment to which it belongs. Therefore, social responsibility is considered complementary in the organization's strategic plan because it supports the upper management in organizations to find possible solutions in dealing with developments in the competitive environment [29].

### **3.3 Strategic Direction in Social Responsibility through Organizational Prowess:**

Relying on previous studies that dealt with the topic of organizational prowess, we find that ingenuity is closely linked with social responsibility in organizations, where organizational ingenuity helps to increase the level of social responsibility in organizations because it can develop a helpful vision to follow up on the social initiatives that organizations employ, confirmed [30] that the success of organizations depends on the extent of their ability to employ organizational prowess in their strategic plans until the development of their social responsibility and overcoming their problems so that organizational prowess plays the role of mediator between the desired strategic goals, overcoming the challenges and reaching the desires of community members, that understanding the factors that make organizations adept has become A matter of great importance given the strong competitive environment between organizations, which confirms that the process of achieving organizational excellence appears positive in business organizations that adopt clear goals that serve the local community in which they conduct their business [31].

## **RESULT / DISCUSSION**

Social capital plays an important role in dealing with the society in which the organization operates, as it helps it to develop

and explore in the future, especially in small and medium companies[32] Shedding light on marketing management in organizations can help enhance communication with communities, thus enhancing strategic direction [11], And based on Wegwu, (2019) study, it demonstrated the strength of the relationship of strategic direction with organizational prowess and stressed the need to focus on strategic forecasting so that the organization can deal with market developments. According to Posch and Garaus, (2019) emphasized the positive relationship between strategic direction and organizational prowess and its importance on overcoming any future challenges of the organization and this is an indication that the strategic direction is an important component of the organization in dealing with competitive environments[34]–[36] The human resources department is an important component in supporting organizational prowess and compatibility with social responsibility of organizations [37]. Based on Kaur et al., (2019) study, he emphasized the necessity of adopting modern electronic systems in enhancing organizational ingenuity and not relying on traditional methods so that there are effective results that reflect positively on the organization in the business environment.

#### **CONCLUSION:**

This study aimed to shed light on the impact of strategic direction on social responsibility through organizational prowess in organizations. To achieve the goal of the study, previous literature was reviewed and it was found that there is a multiplicity in the results of previous studies that dealt with the concept of strategic orientation and the concept of social responsibility in addition to identifying their reality in organizations. And linking it with social responsibility through organizational prowess, and after comparing these studies, we find a positive relationship between strategic

direction and social responsibility through organizational prowess on the performance of organizations so that they are able to deal with any future developments and challenges in addition to supporting the organization in achieving its desired goals so that it can deal With a competitive business environment by uncovering opportunities, self-development and innovation[10], [11], [22]–[31].

#### **5.1 Scope & Recommendation:**

Based on a review and comparison of previous studies, it becomes clear to us the importance of the impact of the strategic direction on social responsibility through the organizational ingenuity in business organizations to support it and enhance its role in the competitive business environment and its ability to develop it and overcome any future challenges so that it has a future vision and a solid strategic plan To achieve this, we recommend the decision makers in the Jordanian Ministry focus on supporting human capital and following up on human resource management, in addition to the need to strengthen the organizations' marketing departments, as they are the main points of contact with the local community, modern electronic applications in the application of organizational ingenuity so that we have higher quality results and faster.

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