



An Analytical Study of the Organizational Reputation of the Women's Committee in the Iraqi Football Association

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Abstract

The study is interested in examining the organizational reputation of the Women's Committee at the Iraqi Football Association. Description of Work The descriptive design was conducted on a community sample of 218 Iraqi Football Association population. The researchers utilized a questionnaire as a data collection instrument and included 5 domains including leadership, creativity culture and structure; public relations capability, quality of performance and governance in their instrument. The findings demonstrated an acceptable level of institutional image for the women's committee altogether (firms and organizations) which would suggest that constructive measures have been taken regarding performance enhancement and promotion of sports in Iraq. The key recommendations focused on improving the transparency and trust in decision making and crisis management processes, assisting with developing capacities of personnel working for the women's committee through professional training programmers, and increasing support to local projects encouraging girls' participation in sports.

Keywords: Organizational reputation, women's committee, Iraqi Football Association.

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Introduction

Organizational Reputation “Lost “organizational reputation is one of the major influencing factors that impact on the success and survival of sports organizations, as it forms a critical part of trust-inspiring process between an organization and its fans, players or regulators. In sports sector, the institution’s reputation is important for enhancing institutional performance, enhancement of the administration effectiveness and determination of development plans to accomplish organizational objectives (Mohamed Kamel Mourad, Amal, Mahmoud Qarny, Osama & Mohamed Ghanem 2024). Under these circumstances, women’s committees in sports federations becomes a key mechanism to promote the participation of women not only in team and individual sports but also at football concerned with an increasing development worldwide including Iraq.

This study is particularly relevant in a global context of women’s sport development as we continue to see major shifts towards the empowerment of women in sport. It is, therefore, important to consider the organizational reputation of the Women's Committee as an instrument for enhancing institutional efficiency and effectiveness and helping establish contextually sustainable women's sports in Iraq.

There are many global and local challenges to women's sports in Iraq, the most important of which is lack strategic mechanisms that contribute to enhancing women's sports activities within an integrated system. One of the key bodies responsible for developing these activities is the Women's Committee in the Iraqi Football Association, which has responsibility for all matters relating to women's football. Nevertheless, and in spite of all the efforts carried out by this committee to increase the participation of women in football, its credibility is still dubious and tokenish which turns into a great obstacle for the success of their part in promoting women's sport in Iraq.

The questions raised by this study are manifold: What are the organizational, strategic and managerial dimensions enhancing the women's committee reputation? And what bearing does the organization's reputation for this committee have on female participation in football from the local to international levels? What difficulties and barriers confront this committee in developing its own organizational reputation within a setting (sports) where there is profound social and cultural friction as well as scarce financial backing and resources?



Research Objectives

Identifying the organizational reputation of the Women's Committee in the Iraqi Football Association.

Research areas

1. Human domain: Employees of the Iraqi Football Association.
2. Spatial domain: The headquarters of the Iraqi Football Association.
3. Temporal scope: from 1/11/2024 to 29/2/2025

Definition of terms

Organizational reputation: A set of values attributed to the organization, such as authenticity, reliability, honesty, integrity, creativity, and social responsibility, which an individual perceives about the organization thru the image they hold of it as a result. It works to achieve competitive advantages that encourage loyalty and attract customers and talented individuals repeatedly, while reducing competitive risks. (Zubaidi, Alak, and Abbas, 2015).

Methodology

The researchers in this study relied on the descriptive method using the survey approach, as it aligns with the nature of the research problem, which focuses on an analytical study of the organizational reputation of the Women's Committee in the Iraqi Football Association. The research population was selected from all employees of the Iraqi Football Association, which included (218) members of the executive office, committee members, and staff of the Iraqi Football Association. As for the research sample, the entire research community (109 individuals) was selected, representing a percentage of (50%) of the original community. There were (9) committee members included in the pilot study, and the sample members were selected intentionally due to their suitability for the research requirements and their direct relation to the studied research problem.

Table 1. Sample Distribution

No.	Iraqi Football Association Category	Research Population	Research Sample	Pilot Sample	Scale Construction Sample	Main Experiment Sample
1	Executive Committee Members	13	13	–	7	6
2	Committee Members	54	54	2	27	25
3	Association Staff	151	151	7	75	69
4	Total	218	218	9	109	100
5	Percentage	100%	100%	4.128%	50%	45.871%

Steps to Build the Organizational Reputation Scale for Members of the Women's Committee in the Iraqi Football Association:

To build a measurement tool thru which the organizational reputation of the members of the Women's Committee in the Iraqi Football Association can be studied, the researchers reviewed a set of related scales. After studying these scales, it was concluded that there was a need to construct a specific scale for the research. The scale was built in accordance with the research problem and sample.

After that, the scientific foundations of the scale were extracted, such as validity and reliability. The researchers presented the scale to a group of specialists in the field of sports management and testing and measurement, and their opinions were taken into account regarding the modification of some statements. After reviewing the modifications, 29 statements were approved as shown in Table 2, thus resulting in a scale that aligns with the research community.

Table 2. Distribution of Items Across the Scale Domains

No.	Domain Name	Number of Items
1	Leadership	6
2	Innovation	6
3	Public Relations	6



4	Quality of Performance	6
5	Governance	5
Total		29

The correction of the scale statements was approved by assigning an appropriate weight to each statement according to the selection of the sample members on the rating scale, and the Likert method was adopted in constructing the scale. Where the weights (5-1) were assigned to each statement of the scale, based on the evaluation of the sample individuals.

Apparent validity

The researchers used two types of validity, one of which is face validity, to verify the appropriateness of the scale items for measuring the studied phenomenon. Face validity is one of the important types in constructing tests and scales, as it indicates the appropriateness of the scale in measuring the desired trait. This is done by evaluating the clarity and suitability of the statements based on appropriate responses according to the opinions of specialists. This type of validity reflects the extent to which the statements are related to the variable that is intended to be measured. According to (Freeman, 1962, p. 90), this indicator is achieved "when a subject matter expert decides that the scale is appropriate for measuring the targeted attribute." The researchers achieved this by presenting the scale statements to a group of experts, totaling (11) experts in the field, and the necessary statistical procedures were taken, with a (75%) or higher acceptance rate being adopted as the criterion. Thirty statements were presented to the experts, and after conducting the statistical analysis of their opinions, twenty-nine statements were retained. See Appendix (2).

Discriminative ability of statements

The discriminative ability is the second type of validity that the researchers adopted, and it refers to the ability of the statement to distinguish between individuals who exhibit a high degree of the trait or concept to be measured and those who exhibit a lower degree. In this study, the trait to be measured was "organizational reputation." According to (Abdullah Al-Samadi and Maher Al-Darabi), the questionnaires are arranged in descending order, "then two extreme groups are selected, comprising 27% of the total sample subjected to measurement: a high group consisting of individuals with the highest scores, and a low group consisting of individuals with the lowest scores" (Al-Samadi and Al-Darabi, 2003, p. 155).

Based on that, the response forms of the research sample, which amounted to 109 forms, were arranged in descending order. The two extreme groups in each category were determined at a rate of 27% with a number of 29.4, which is approximately 29 forms. Thus, the number of forms representing the sample became 29 forms in the upper group and 29 forms in the lower group, while the middle group included 51 forms.

Using the t-test (T. Test) Using the t-test for the significance of the differences in means between the upper and lower groups, it was found that all items were statistically significant, as the significance level was less than the accepted significance level (0.05) and the degrees of freedom (17), as shown in Table (4).

Table 4. *Discriminatory Power of the Items of the Developed Scale*

Item No.	Lower Group Mean	SD	Upper Group Mean	SD	Calculated <i>t</i> Value	Sig. (p)	Type of Difference
1	5.0000	0.00000	1.5926	0.49597	50.486	.000	Significant
2	4.8148	0.39210	1.5741	0.49913	37.520	.000	Significant
3	4.5185	0.50435	1.0000	0.00000	51.266	.000	Significant
4	4.5370	0.50331	1.0000	0.00000	51.642	.000	Significant
5	4.9815	0.13608	1.4815	0.50435	49.235	.000	Significant
6	4.9259	0.26435	1.3333	0.47583	48.500	.000	Significant
7	5.0000	0.00000	1.7222	0.76273	31.579	.000	Significant
8	4.8519	0.35858	1.7407	0.44234	40.149	.004	Significant
9	5.0000	0.00000	1.6852	0.57705	42.213	.000	Significant
10	5.0000	0.00000	1.5370	0.53950	47.169	.000	Significant
11	5.0000	0.00000	1.6296	0.48744	50.811	.000	Significant
12	5.0000	0.00000	1.4444	0.50157	52.092	.000	Significant
13	4.7963	0.40653	1.5370	0.50331	37.019	.000	Significant
14	5.0000	0.00000	1.6852	0.63911	38.114	.000	Significant
15	4.7778	0.41964	1.5556	0.50157	36.207	.000	Significant

16	4.7407	0.44234	1.4630	0.50331	35.947	.000	Significant
17	4.9815	0.13608	1.6667	0.47583	49.219	.000	Significant
18	4.5370	0.50331	1.2037	0.40653	37.860	.000	Significant
19	5.0000	0.00000	1.5370	0.53950	47.169	.000	Significant
20	5.0000	0.00000	1.6296	0.48744	50.811	.000	Significant
21	5.0000	0.00000	1.4444	0.50157	52.092	.000	Significant
22	4.7963	0.40653	1.5370	0.50331	37.019	.000	Significant
23	5.0000	0.00000	1.6852	0.63911	38.114	.000	Significant
24	4.7778	0.41964	1.5556	0.50157	36.207	.000	Significant
25	4.7407	0.44234	1.4630	0.50331	35.947	.000	Significant
26	4.9815	0.13608	1.6667	0.47583	49.219	.000	Significant
27	4.5370	0.50331	1.2037	0.40653	37.860	.000	Significant
28	4.6111	0.49208	1.0000	0.00000	53.927	.000	Significant
29	4.9259	0.26435	1.3519	0.48203	47.774	.000	Significant

Internal consistency coefficient

The internal consistency validity is demonstrated by the simple correlation between the score of each item and the total score of the scale. Internal consistency refers to "the degree of homogeneity of the items in the scale for the trait, and also between the items and the total score of the domain" (Hanna, 2001). By using Pearson's correlation coefficient to verify the relationship between the scale items and its total score thru the responses of the construction sample, which amounted to (109) forms, it was found that all items were statistically significant, as the actual significance (level of significance) indicated by the statistical results for these items was less than (0.05). Therefore, all items were retained, and Table (5) shows this.

Table 5. Pearson Correlation Coefficients Between Scale Items and the Total Scale Score

Item No.	Pearson Correlation (r)	Sig. (p)	Significance	Item No.	Pearson Correlation (r)	Sig. (p)	Significance
1	.537**	.000	Significant	16	.376**	.000	Significant
2	.457**	.000	Significant	17	.467**	.000	Significant



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3	.476**	.000	Significant	18	.368**	.000	Significant
4	.505**	.000	Significant	19	.398**	.000	Significant
5	.605**	.000	Significant	20	.436**	.000	Significant
6	.469**	.000	Significant	21	.291**	.000	Significant
7	.483**	.000	Significant	22	.426**	.000	Significant
9	.489**	.000	Significant	23	.298**	.000	Significant
10	.571**	.010	Significant	24	.360**	.000	Significant
11	.499**	.000	Significant	25	.481**	.000	Significant
12	.581**	.000	Significant	26	.305**	.000	Significant
13	.505**	.000	Significant	27	.502**	.000	Significant
14	.532**	.000	Significant	28	.413**	.000	Significant
15	.477**	.000	Significant	29	.284**	.000	Significant

Reliability

The researchers confirmed the reliability of the scale by using the "Cronbach's Alpha" coefficient, where the results showed that the correlation coefficient for the "organizational reputation" scale reached (0.907), a high value that reflects a high degree of reliability in the scale.

Application of the scale

After extracting the scientific foundations of the scale, the two researchers applied the scale to the application sample with the aim of determining the level of organizational reputation among the research sample during the period from (6-16/2/2025). The Iraqi Football Association in Baghdad was visited, in addition to utilizing social media platforms and Google applications to communicate with some members of the sample. The data collection process took 11 days, during which coordination and communication with the sample were conducted via phone in advance to schedule meetings with them. The researchers also used the Statistical Package for the Social Sciences (SPSS) to analyze the data and reach the study's conclusions.

Results

Table 5. Mean, Standard Deviation, Calculated t-Value, Statistical Significance, and Type of Difference for the Overall Scale

Variable	Minimum Value	Maximum Value	Mean	Hypothetical Mean	Standard Error	Standard Deviation	Sig. (p)	Significance
Organizational Reputation Scale	29	145	112.98	87	0.014	30.132	0.000	Significant

Note. The result is statistically significant at $p \leq .05$ with 99 degrees of freedom.

Discussion

Organizational reputation is considered one of the most important factors contributing to the success of organizations (Salem and Abu Tawab, 2024), especially in sports fields that are often under continuous community scrutiny. Considering the result that showed a good level of organizational reputation for the Women's Committee in the Iraqi Football Association, this analysis can be explained thru a set of factors related to overall performance, the relationship with the public, and the strategic goals adopted by the committee within its framework of work. This positive evaluation may be the result of several successful practices implemented by the committee at various levels:

The committee's performance in organizing sports activities and events: The researchers believe that one of the key factors that may contribute to building a strong organizational reputation is the (ability to organize sports events) professionally. If the women's committee in the Iraqi Football Association managed to organize women's sports competitions with a high level of professionalism, it significantly contributed to enhancing the organizational reputation. For example, the committee organized a women's league with the participation of multiple teams from different parts of Iraq, which reflected the committee's organizational efficiency and demonstrated its commitment to developing the sports level for women in Iraq.

One of the global examples that can be beneficial is the National Women's Soccer League (NWSL), which started at a low level but, thanks to good organization, has now become one of the best women's leagues in the world. Organizing such tournaments leads to improving the organizational reputation and enhancing the image of the sports federation, in addition to attracting more sponsors and investors (Thomson, A., Hayes, M., Hanlon, C., K., & Taylor, 2022).

Social responsibility and community interaction: A good organizational reputation is not limited to athletic performance only, but also includes the (social responsibility) played by the



organization (Mr. Abu Al-Fotouh Ali, 2022). It is certain that the Women's Committee in the Iraqi Football Association has made significant efforts to improve the level of community participation. In Iraqi society, where there are still some challenges related to women's participation in sports, the researchers believe that the federation's committee has launched community initiatives aimed at changing societal culture and encouraging girls to engage in sports, such as going to preparatory schools and holding workshops and awareness seminars for female students about the importance of participating in sports activities and its significance in providing new opportunities for development and work.

Innovative initiatives in the development of women's sports: Innovation in programs and activities is another key element in building organizational reputation (Hashim, Nahla Abdelkader, Hilal, Mohamed Said, Al-Kalash, & Mah, 2023). The researchers believe that the women's committee in the Iraqi federation has introduced (innovative initiatives) such as using technology to improve training and enhance communication with the public thru social media platforms, which has significantly boosted its reputation. For example, the committee used mobile applications to provide remote training courses to enhance sports skills.

Good leadership and the development of effective strategies: Finally, effective leadership plays a pivotal role in building a good organizational reputation. The researchers believe that the women's committee adopts inspiring leadership capable of effectively guiding the committee's work toward strategic goals, which contributes to enhancing its reputation. A successful sports leader must possess a clear strategic vision and the ability to achieve positive change, especially in a sports environment that may face cultural or social challenges.

One prominent example in this regard is Ellen White, captain of the England women's football team, who played a significant role in developing women's sports in England by introducing innovative strategies to increase the participation base of girls and young women in sports.

Conclusions

The researchers feel that the strength of public relations, which characterizes women's committees within the Iraqi Football Association, can be attributed to the good reputation and reflect directly upon several factors: professional organization of sports events; effectiveness of participation at a community level; transparency in crises management as well as innovation training programs. Positive leadership and effective decision-making, at all levels, are key factors in the desire to improve or maintain the reputation of an organization. Together, these are key ingredients for establishing a strong and successful women's sports culture that portrays a positive image of the Iraqi Football Association in the local and international sports world.



Recommendations

1. Professional development for employees: it is also advisable to create plans which help the employees of the Women's Committee to develop, at training level, skills in organization and sports management. Worker Development: Training programmes should be organized for the workers of Women's Committee to upgrade their skills in sports organization and management. It can also be used for virtual training to improve communication between coaches and team members, performance quality, and innovation within women's sports.

2. More support for community programming and projects: To help ensure more programs in communities are available to inspire girls to be physically active. Enhance community projects and initiatives: Such as increased involvement in the emerging girls' sports (khutba) programmes. Advice should be obtained to create relationships with schools and universities in order that feminine sports tradition can be encouraged, and sports may serve as a tool for personal and social development.

Appendices

Women's Committee Scale Items (Five-Point Likert Scale)

Response Options

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The Women's Committee has a clear vision for developing football in Iraq.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Leaders of the Women's Committee have the ability to make decisive decisions that serve the interests of the game.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The leadership of the Women's Committee seeks to motivate employees and enhance team spirit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	The Women's Committee deals with challenges with flexibility and efficiency.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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5	Leaders of the Women's Committee show a strong commitment to integrity and transparency.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	The leadership works to achieve a balance between administrative and sporting interests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	The Women's Committee seeks to introduce new ideas to develop Iraqi football.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	The Women's Committee supports innovative initiatives to improve administrative and sporting performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Employees are encouraged to submit new suggestions and ideas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	The Women's Committee uses modern technologies to improve administrative work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Leadership provides a supportive environment for developing creative solutions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Management applies innovative methods to solve problems and challenges.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	The Women's Committee maintains positive relationships with local and international sports organizations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	The Women's Committee communicates clearly and transparently with the media and the public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	The public relations of the Women's Committee reflect a positive image of the federation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Complaints and inquiries are handled promptly and professionally.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	The Women's Committee seeks to strengthen its relationships with clubs, players, and coaches.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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18	The Women's Committee enhances communication with fans through modern media platforms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	The Women's Committee demonstrates efficiency and professionalism in performing its duties.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	Administrative decisions are implemented effectively and accurately.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	The Women's Committee strives to continuously improve the quality of its services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	Administrative performance is evaluated objectively according to clear criteria.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	Employees feel satisfied with the work environment within the Women's Committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	The Women's Committee is keen to develop employees' skills and competencies through continuous training.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	The Women's Committee adheres to transparency standards in all its operations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	The Women's Committee ensures fair and equitable application of laws and regulations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	Clear mechanisms are available to hold officials accountable for administrative decisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	Decisions are made according to an institutional approach based on evidence and standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	The Women's Committee places great importance on integrity and combating corruption in administrative work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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