

(472)

(SPSS)

(%59.4)

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.(Ulrich, 2001)

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.2012/5/1

2011/812

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Hammer and Stanton, )

.(2000

Betit, )

.(2004

(Business Process Reengineering)

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.(Arora & Kumar, 2007)

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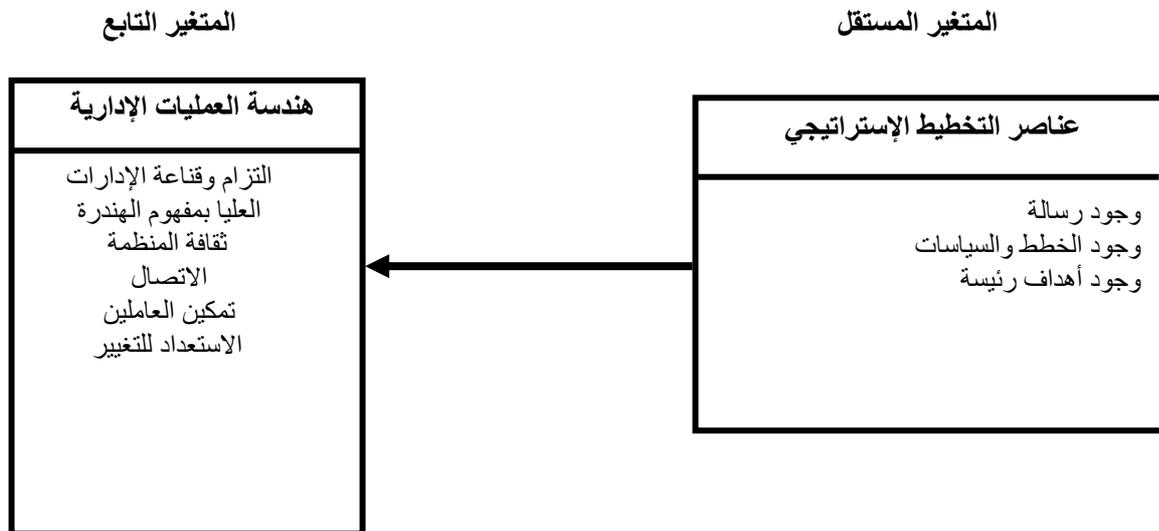
.1



(Hammer & Stanton, 2000)

- (35-30)  
: .5 (2004 ) (17-13)  
: .2
- (2004 ) (42)  
:  
(Homa, 1995)  
(23-18)  
: .3
- Oliver, 1988)  
2005 2000  
(2009 2008 2008  
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)  
2004 2009 2010 (29-24)  
(1) (Homa, 1995 Murphy, 1995 Jackson, 1997 : .4  
:

(1)



2010/10/15 :  
 : -  
 (%25)  
 (544)  
 (17) (489)  
 (472) (SPSS)  
 (%86.8) (%21.7) :  
 (1)  
 : (2174)

(1)

%7	33		
%20.8	98		
%61.4	290		
%10.8	51		
%92.2	435		
%7.8	37		
%8.3	39	5	
%36.7	173	10-6	
%35.2	166	15-11	
%19.9	94	16	
%10	47	30	
%56.6	267	40-31	
%26.1	123	50-41	
%7.4	35	51	

: (%61.4) (1)  
 : (%20.8)  
 : (%10.8)  
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 Oliver, 1988)  
 2005 2000  
 .(2009 2008 2008 (%92.2)  
 ) (%7.8)  
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 .( (%36.7) ( 10-6)  
 : -11) (%35.2)  
 ) (%19.9) ( 15  
 ( 16)  
 ) 5  
 2004 2009 2010 .(%8.3)  
 (Homa, 1995 Murphy, 1995 Jackson, 1997  
 (1) (5-1)  
 (3) (2) -31)  
 (4) (%56.6) ( 40  
 . (5) (%26.1) ( 50-41)  
 : (%10) ( 30)  
 ( 51) .(%7.4)  
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(30)

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(2):

(test-retest)  
(25)

(3)

Alpha	Test-Retest			
0.87	0.88	4-1		1
0.90	0.86	7-5		2
0.89	0.87	12-8		3
<b>0.90</b>	<b>0.91</b>	<b>12-1</b>		<b>3-1</b>
0.85	0.88	17-13		1
0.86	0.89	23-18		2
0.89	0.92	29-24		3
0.84	0.87	35-30		4
0.80	0.83	42-36		5
<b>0.91</b>	<b>0.92</b>	<b>42-13</b>	( )	<b>5-1</b>

(Tolerance)

(Inflation Factory

:

(Multicollinearity)

The statistical ) (SPSS. V.16)

(Skewness)

-5

(package of social sciences

(Normal Distributions)

(Cronbach's Alpha)

-6

Descriptive statistic )

-1

(Measures

Multiple Regression )

-2

(Analysis

Stepwise Multiple )

-3

(Regression Analysis

Variance ) (VIF)

-4

(Kettinger et al., 1996)

(2004 )

(Hammeer and Champy, 1993)

(Harvey & Brown, 2001)

(%70)

( )

(Hammer and Stanton, 2000)

(Burnes, 2000)

(%70-50)

Hammeer and Champy, )

(Raymond, et.al, 1998) (1993

(Sockalingam and Doswell, 1996)

(%72)

(Al- Mashari et al, 2001)

(%77)

(%55)

(%61)

(%49)

McNicol, )

(Rebecca, 2003 )

(2005

(Tang and Zairi, 1998)

- :

(Betit, 2004)

(Arora & Kumar, 2007)

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-3

-4

" (2009 )

(253)

.(Kettinger et al., 1996

( )

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" (2008 )

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"  
(302)

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( )

" (2010 )

:

:

( )

" (2008 )

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(248)

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( (757) :

" (2005 )

" :

" (2008 )

( )

(24)

(292)

" (2004 ) :

(137)

"

(BPR) " (2005 )

(276)

(195)

:"

%52 (50)

%56

) ( )

- (
- " (2004 )  
( )
- "  
( )
- Strategic " (Willie, 2010)  
Performance Relationships in Planning and Financial :  
" " Banks  
"  
(96) ( )  
" (2001 )  
:  
:  
" (Glaister, et.al, 2008)  
A causal analysis of formal strategic planning "  
performance: Evidence from an emerging and firm :  
" " country  
(500) %30 (327)  
(96)  
(Ahmad, et.al, 2007) (%37.5)  
Business process reengineering: Critical factors "  
" in higher education  
:  
" The critical " (Trkman, 2010)  
"success factors of business process management

An " (Ahadi, 2004)  
examination of the role of organization Enables in :  
business process reengineering and the impact of  
information technology

"

(Hesson, et.al, 2007)  
reengineering in UAE Business process"  
" "public sector: a town planning case study

"

(French, et..al,2004)  
role of strategic planning in the The"  
" "firms performance of small, professional service  
"

(172)

An " (Endlich,2001)  
Strategic Planning Investigation of the Nexus between  
" "and Organizational Learnin :  
"

(NASA)

(NASA)

Variance Inflation "					
"Tolerance"		"Factor-VIF"			
(6)					
(10)	(VIF)		:		
	(0.05)				
					-1
		"Multicollinearity"			
		(6)			-2
"Tolerance "	(VIF)				
(2.547- 2.195)	(VIF)				
	(10)				
"Tolerance "					-3
- 0.357)	(0.05)				
		(0.528)			
Normal					
		Distribution		(2008 )	
	(Skewness)				
		(4)		(2008 )	
		(1)			
				(2009 )	( )
		(4)			
	(F)				
3)	( $\alpha \leq 0.05$ )			( )	
		(468)			
		(%59.4)			
	(%51.3)	(( )			
	( )	( )			
	( )	(%38.4)		:	
	(%32.2)				
(%28.6)	( )	( )			
	( )				
	(%37.9)				
		"Multi-Collinearity"			

( )

( )

(3)

Skewness	(VIF)	Tolerance	
0.287	2.263	0.418	
0.276	2.547	0.528	
0.256	2.195	0.357	

(4)

(Analysis Of variance)

F	F	R <sup>2</sup>		
0.000	*116.118	0.594	(468 3)	( )
0.000	*112.762	0.513	(468 3)	
0.000	*99.541	0.384	(468 3)	
0.000	*79.941	0.323	(468 3)	
0.000	*64.553	0.286	(468 3)	
0.000	*109.590	0.379	(468 3)	

( $\alpha \leq 0.05$ )

\*

(5)

( )

(*t= 21.868) (Beta=0.339)	(*t= 18.621) (Beta=0.314)	(*t= 23.189) (Beta=0.354)	( )
(*t= 17.590) (Beta=0.336)	(*t= 16.103) (Beta=0.309)	(*t= 19.046) (Beta=0.348)	
(*t= 13.910) (Beta=0.291)	(*t= 11.591) (Beta=0.255)	(*t= 15.866) (Beta=0.301)	
(*t= 13.065) (Beta=0.252)	(*t= 8.676) (Beta=0.207)	(*t= 13.858) (Beta=0.287)	
(*t= 11.210) (Beta=0.238)	(*t= 7.452) (Beta=0.226)	(*t= 12.147) (Beta=0.258)	
(*t= 13.396) (Beta=0.258)	(*t= 9.054) (Beta=0.231)	(*t= 14.564) (Beta=0.273)	

( $\alpha \leq 0.05$ )

\*

( ) :  
 (t) ( $\alpha \leq 0.05$ )  
 : ( $\alpha \leq 0.05$ )  
 : ( ) ( )  
 ( $\alpha \leq 0.05$ )  
 ) (5)  
 ( ) ( ) (t)  
 )  
 ( )

(6)  
 "Stepwise Multiple Regression "

*T	T*	R2	
0.000	*27.243	0.295	
0.000	*21.474	0.463	
0.000	*20.350	0.594	

( $\alpha \leq 0.05$ ) \*

(6) : Stepwise ) (Multiple Regression  
 ( $\alpha \leq 0.05$ )  
 )  
 ( )  
 ( ) ( )  
 (6)  
 (t)  
 ) (%29.5)  
 ( )  
 ) (%46.3)  
 ( )  
 (t) (%59.4)  
 : ( $\alpha \leq 0.05$ ) ( )  
 :

( ) (α ≤ 0.05) )  
 (10) ( )  
 (%26) ( )  
 (%39.3) Stepwise )  
 (%50.9) (Multiple Regression  
 ( ) ( )

(7)  
 "Stepwise Multiple Regression "

*T	T *	R <sup>2</sup>	
0.000	*20.081	0.260	
0.000	*18.149	0.399	
0.000	*17.583	0.509	

(α ≤ 0.05) \*

) (α ≤ 0.05) (α ≤ 0.05) :  
 ( ) ( )  
 Stepwise ) (7) (t)  
 (Multiple Regression (t)  
 ( ) ( )  
 (8) (t) (α ≤ 0.05)  
 :

(8)

(t) ( ) (%21.9)  
 ( ) (%32.7)  
 ( ) (%38.4)  
 (t) ( )  
 .( $\alpha \leq 0.05$ ) ( )  
 : :  
 : :  
 ) ( $\alpha \leq 0.05$ ) ( $\alpha \leq 0.05$ )  
 ( )  
 ( ) ( )

(8)

"Stepwise Multiple Regression "

*T	T*	R <sup>2</sup>	
0.000	*16.095	0.219	
0.000	*14.286	0.327	
0.000	*11.987	0.384	

( $\alpha \leq 0.05$ )

\*

(9)

"Stepwise Multiple Regression "

*T	T*	R <sup>2</sup>	
0.000	*19.917	0.188	
0.000	*14.090	0.276	
0.000	*13.724	0.323	

( $\alpha \leq 0.05$ )

\*

( $\alpha \leq 0.05$ ) Stepwise ) (Multiple Regression  
 ( ) ( )  
 (9) ( )  
 (t) ( ) ( )  
 ( ) ( ) (9)  
 (t) (%18.8)  
 .( $\alpha \leq 0.05$ )  
 : ( ) : (%27.6)  
 $\alpha \leq$  ) (0.05 ( ) (%32.2)  
 ( ) ( )  
 . ( ) :  
 :

(10)  
 "Stepwise Multiple Regression "

*T	T*	R <sup>2</sup>	
0.000	*13.842	0.144	
0.000	*12.429	0.236	
0.000	*11.509	0.271	

( $\alpha \leq 0.05$ ) \*

( Stepwise ) (Multiple Regression  
 ( )  
 (10) )

(10) (t) (%14.4)  
 ( ) (%23.6)  
 ( ) (%27.1)  
 (t) ( )  
 .( $\alpha \leq 0.05$ ) ( )  
 : :  
 $\alpha \leq$  ) (0.05) ( $\alpha \leq 0.05$ )  
 ( ) ( )  
 ( ) ( )

(11)

"Stepwise Multiple Regression "

*T	T*	R <sup>2</sup>	
0.000	*17.336	0.191	
0.000	*15.464	0.329	
0.000	*11.655	0.379	

( $\alpha \leq 0.05$ )

\*

(%19.1)

Stepwise )

(Multiple Regression

(%32.9)

(%37.9)

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(11)

(2005 ) :

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) ) (%59.4)

(2001 ) (2005 (%51.3) (( )

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( ) (%38.4)

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( ) (%32.2)

( ) (%28.6) ( )

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( ) (%37.9)

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( ) (%29.5)

(%26)

(%46.3)

(%39.3)

(%59.4)

(%50.9) ( )

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(%21.9)

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(%32.7)

(2008 ) (2004 )

(2008 ) (2008 )

(%14.4)	(%38.4)	
(%23.6)	( )	
(%27.1)	( )	
( )		.4
( )	.6	( )
( )	( )	( )
( )	(%18.8)	
(%19.1)	(%27.6)	
(%32.9)	(%32.2)	
(%37.9)	( )	
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:		.5
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<http://www.paaet.edu.kw/old/teacher>

(2008)

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- (2004)
- (2005)
- 32 : ( .433 – 415: 2 : (2010) " (2008)
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## The Impact of Strategic Planning Elements on Upon Enhancement of the Dimensions of Re-Engineering of Administrative Processes (Reengineering) on Saudi Telecommunication Company

*Amal Yassin Al-Majali*

### ABSTRACT

The study aimed at introducing the impact of strategic planning elements upon enhancement of the dimensions of re-engineering of administrative processes (Reengineering) in STC. To achieve the objectives of the study, a questionnaire was developed and distributed to sample consisted of (472) employee, and Statistical Package for Social Sciences (SPSS) was used for data analysis. The study has reached the following results. There is an impact of strategic planning elements in the dimensions of re-engineering of administrative processes (Reengineering) which explains (59.4%) of variation in the dependent variable (the dimensions of re-engineering of administrative processes (Reengineering)). The study recommends the need to work on creating an organizational culture that enhance Strategic planning elements, and improve the strategies to the higher desired levels, through the development of skilled workers and provide a vision of a clear strategy for public institutions and objectives because of their impact in enhancing the engineering dimensions of administrative processes.

**KEYWORDS:** Strategic planning elements, Reengineering, Saudi Telecommunication Company.