

HOW TO ACHIEVE COMPETITIVE ADVANTAGE UNDER THE MANAGEMENT OF EXCELLENCE

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Abstract

Rational thinking has become one of the imperatives of contemporary organizations that have been forced to face the challenges of the modern era by making them reconsider their goals, strategies, philosophy, methods and approaches, and also completely change their outlook on their exploitation of material and human resources for the purpose of continuous improvement and providing services and goods that satisfy customers and society. It surpasses its competitors, as well as ensuring market share for the longest possible period. Studies and research in the field of organizations have taken upon themselves the task of upgrading organizational performance through the inherent practice in managing the organization, which is based mainly on the core concepts of excellence, represented in leadership and goal persistence, customer orientation and results orientation, as well as management through operations, development and participation of individuals and finally the logic of learning.

Keywords: Competitive Advantage; Rational Thinking ;
Excellence Management ;Institutional Excellence;Contemporary
organization.

كيفية تحقيق الميزة التنافسية في ظل إدارة التميز

الملخص:

إن التفكير العقلاني الرشيد أصبح من حتميات المنظمات المعاصرة التي أجبرت على مواجهة تحديات العصر الحديث وذلك يجعلها تعيد النظر في أهدافها، استراتيجياتها، فلسفتها، أساليبها ومناهجها وأيضا وتغير نظرتها تماما في استغلالها للموارد المادية والبشرية لهدف التحسين المستمر وتقديم خدمات وسلع تحقق بها رضي العملاء والزبائن والمجتمع وتتفوق بها على منافسيها، كما تضمن من خلال ذلك حصة في السوق لأطول مدة ممكنة. إن الدراسات والأبحاث في مجال التنظيمات أخذت على عاتقها مهمة الارتقاء بالأداء التنظيمي عن طريق الممارسة المتأصلة في إدارة المنظمة والتي تركز أساسا على المفاهيم الجوهرية للتميز والمتمثلة في القيادة وثبات الهدف، التوجه بالعمل والتوجه بالنتائج، وكذلك الإدارة من خلال العمليات، وتطوير ومشاركة الأفراد وأخيرا منطق التعلم

الكلمات المفتاحية: الميزة التنافسية ؛ التفكير العقلاني؛ إدارة

التميز ؛ التميز المؤسسي؛ المنظمة المعاصرة.

Introduction

Institutions are no longer able to meet the desires and aspirations of their customers with the outset of the twenty-first century, and routinely and traditional working methods are no longer effective after opening up to global

markets, which led to a change in the consumption pattern, tastes and moods, which led to threatening their position in the market, the reason that led organizations to reconsider strategies and visions in the short and long term, and looking forward to successful global excellence methodologies that work to develop organizational performance through its global institutions that do the right achievement from the first time and in record times to avoid failure gaps, and it also allocates work teams to maintain sustainability And success. Many causes and indicators call for organizations to reconsider their structure, mission and management methods due to several imperatives, such as globalization and what the competitive wars have resulted in global organizations and imposing them on traditional organizations, and thus resorting to a change in principles, methods and approaches that they did not know before to achieve the quality of services and are looking for The highest level of performance within the framework of the latest research and developments in the field of regulation. Among the questions raised is:

- what is the meaning of Excellence Management?
- What are the supervised ways to achieve competitive advantage?

1- competitive advantage

Tersine and Hummingbird (1995, p. 8) hold that it is the competitive position, which should be interpreted as market share, that should be compared, whereas Day and Wensley (1988, p. 2) maintain that it is a combination of the firm's market share and profitability that should be related to competitors (Erik, 2014, p. 14)

Definition of "Laura D'andreatyson":
Competitiveness is our ability to produce products and services that make the choice of international competition while our citizens enjoy both a growing and sustainable standard of living.

- As for the British definition of competitiveness, it states that it is "the ability to produce goods and services of good quality, reasonable price and at the right time, and this means meeting the needs of consumers in a more efficient manner than other establishments." (Hafian, 2014, pp. 46,47)

-As Hofer explains, the competitive advantage lies in the areas in which the organization excels over its competitors.

- In addition to the definitions, an institution can be said to have achieved a competitive advantage when it is able to achieve a strategic added value and in the same period. The competitive advantage refers to the feature that distinguishes the organization from other competing organizations and achieves a strong position towards different parties, known as Hergert and Porter, Shanket Gorindarajamp. "It is known that it lies in the good management of the activities of the organization, as Porter has identified three strategies to achieve this, namely: control by costs, distinction and intensification, and thus gaining a competitive advantage depends on what the organization owns of various resources and its strengths that qualify it to acquire, so it is unique from others in light of constantly changing external and internal environmental conditions, which makes those conditions have an impact in the process of building a competitive advantage (Somaya, D.T, p. 81)

The organization always strive to develop and keep attention on the human resource, especially in recent times within the high spread of technology, which contributes as an indicator facing the changes and thus facing competitors with the possibility of survival and continuity and the competitive advantage is achieved through the outperforming over competitors, which lead reach the sustainability of competitive advantage.

2 - The importance of competitive advantage

The sustainable competitive advantage has become a goal that all contemporary organizations seek to achieve global and local challenges and changes, political, economic and technological that have led to the inevitability of adaptation for survival and continuity in the field of industry and the market, and therefore the necessity of these organizations to search for the resources and foundations that make them at the level of successful strategic choices that are characterized by a dynamic and evolving nature in order to ensure a permanent competitive advantage, and to avoid all failure and failure factors in a business environment disordered with opportunities and risks. Therefore, it is inevitable to shift to adopt a new situation represented in a new business system based on competitiveness as the main challenge facing institutions contemporary as it represents the focus of every organization that wants to withstand, continue and preserve its share, and therefore this essential and important goal is completely linked to high-quality components available in organizations that have taken upon themselves the search for distinction, difference and excellence.

We should refer to a central point in this topic, which is the difference between competition and competitiveness; competition, in its simple sense, expresses a state of

challenge or conflict. Every competitor aims to dislodge his opponent or competitor outside the areas of growth, obtain resources, and have the advantages that distinguish him from his opponent and give him the best competitive position and ensure his survival and continuity. As for the competitive advantage, its concept has gained great importance in the contemporary literature of management, as the environment in which organizations operate has witnessed fundamental changes at various levels, whether local or international, as a result of the information technology revolution, the communications revolution and the liberalization of global trade, and no organization in the world has been excluded from the effects of globalization as it is often the state enters through its sectors and public institutions in the form of adopting effective roles involved in developing the competitiveness of its organizations operating internationally and locally, which encourages all organizations to achieve the goal of competitive excellence within its sector of activity by competitive advantages: (Hafian, 2014, p. 47)

In 1954, Peter Drucker wrote in *The Practice of Management*: 'There is only one valid definition of business purpose: to create a customer.' He said that an organization's ability to remain in business is a function of its competitiveness and its ability to win customers from the competition. The customer is the foundation of the business and keeps it in existence (Sarah, 2008, p. 1)

3- Sustainable competitive advantage

The concept of competitive advantage is distinguished by its existence since the early days of the organizations, through what has been discerned in traditional organizations, but the important thing is the contemporary concept that revolves around how to maintain

this advantage, and what are the mechanisms to do so. The contemporaneity of the concept is represented by confirming the sustainability characteristic imposed by the nature of the competitive environment and the conflict of strategies. The measure of the organizations' lead in adopting strategies has become not limited to achieving competitive advantages only, but in the extent to which these advantages are preserved, about which the strategic struggle is still ongoing. Environmental changes are rising, and the challenges are escalating. The review of management thought revealed that the concept of sustainable competitive advantage as a concept is rooted in two sections, the competitive advantage which is familiar in traditional strategic writings where researchers describe it as the goal of the strategy and consider superior performance automatically comes from the competitive advantage, and the competitive advantage is related to the organization's ability to exploit its sources of strength and add value. Its products exceed what competitors can provide. As for the sustainability characteristic, it takes after the protection provided by the resources during an unlimited period of time for the organization in order to maintain its competitive capabilities and that creates safe shelters through continuous resources, meaning that the concept of sustainable competitive advantage includes meanings related to demonstrating excellence and superiority over competitors through what the organization possesses in terms of capabilities and resources that are absorbed in the appropriate competitive strategy and based on the above, the sustainable competitive advantage is achieved when the organization implements a benefit that other organizations cannot duplicate its benefits or find a substitute for it; which is consistent with the organization that realizing its advantages can not be reproduced or cankered by competitors, and it does not lose its properties and

distinction and value due to environmental changes (Abdel Nasser Alak Hafez, 2016)

As for the importance of sustainable competitive advantage, it is represented in being a standard for successful organizations to distinguish them by creating unique and new models that are difficult to imitate or reproduce their benefits. The sustainable competitive advantage is the main weapon to meet the challenges of the market and the corresponding organizations, by developing its competitive knowledge and its ability to meet the needs of customers in the future through its intrinsic capacity that enables it to adapt to rapidly changing opportunities. It is also an important criterion for organizations that want to survive and grow, and the more their models are difficult to imitate and higher in standards, the more the organization will maintain its sustainability, as successive innovations and accelerated knowledge make the competitive advantage temporary (Abdel Nasser Alak Hafez, 2016, p. 111)

4 - Competition challenges

In the current era, competitiveness has intensified as a way of life for institutions, and even for states and their regional groupings, as it is an effective way to face the following challenges:

The inevitability of acquiring the ability to transact in an open market that does not have the reasons for protection and support that institutions used to enjoy before the era of globalization.

- The need to get rid of the stereotypical and traditional methods of work and to switch to flexible and sophisticated methods to cope with market changes and compete with competitors.

- The necessity of freedom from the families of past experience, self-reliance, and the importance of heading to the future and anticipating competition.

- The importance of starting in all the organization's operations and orientations from a conscious reading and correct awareness of the market situation and customers' desires.

- The importance of developing and investing in the institution's competitive capabilities, which is all that distinguishes it from competitors from the point of view of current and prospective customers (Somaya, D.T, pp. 81,82)

...Thus, if a firm could modernize its plant, or develop a more efficient distribution process, or access cheaper credit, it could compete successfully and prosper. However; firms employ both tangible and intangible resources in the development and implementation of strategies, and as the nature of work and competition changes, intangible resources are becoming more important. Examples of intangible resources are reputation, brand equity, and for our purposes the most important of these human capital. In fact, in any competitive landscape it has been argued that intangible resources are more likely to produce a competitive advantage because they often are truly rare and can be more difficult for competitors to imitate (Susan, 2003, p. 4)

Plant which means factory or machinery used in an industrial or manufacturing process should be sustained and modernized overtime as a source of competitive advantage through a higher performance.

5 - Excellence management

Excellence management expresses a comprehensive and integrated vision that balances theory and application of strategic components that keep pace with the internal and external work environment variables within the framework of challenges and globalization, as it relies on the concepts and foundations of total quality management that are related to everything that supports the continuity of the organizations' survival and supports their sustainable competitive advantage.

The basic requirements for organizational excellence are the process of renewal and continuous employment of organizational learning opportunities, employing renewable knowledge, organizational creativity and managing with results, focusing on the customer and stakeholders, as well as interacting with the factors of organizational culture appropriate to the requirements of excellence, thus resulting in the process of interaction between these requirements and the surrounding changing environment for a pillar and support through which Excellence Management achieves the expected performance that maintains a sustainable competitive advantage.

6 - The intellectual framework for managing excellence

The conceptual and methodological framework for managing excellence represents a center dominated by integration in the various dimensions that surround it, both in its internal domains like customers, owners and workers who carry out delivery operations, and also in its external environment represented in the community, stakeholders such as suppliers and customers as well as the surrounding environment, also its keys include the processes of motivation, innovation and organizational learning, as they work within the framework of developing the mechanisms

of systemic thinking, directing and managing the results, as well as dealing with the data of globalization and competitiveness, all within the framework of the process of directing the organization towards effective and positive performance, and empowering effective human resources in order to achieve goals and objectives according to standards models of Excellence.

One of the most important mechanisms adopted by the Department of Systematic Excellence is planning and investing in the resources that are utilized within the framework of the strategic management that achieves the expected outputs and also through practices that outperform its competitors at the same time, thus having the lead in achieving and developing products, services and performance systems.

Organizations adhere to the logic of total quality in order to achieve customer satisfaction and prove their competitive position in building and activating comprehensive management information systems, developing knowledge and investing it in directing operations and achieving intellectual and administrative excellence, and supporting competitive capabilities for efficient decision-making and evaluation of achievements according to specific standards, by which it proceeds Benchmarking conducts and processes to compare with the most superior organizations, which is the goal of contemporary organizations, the category of knowledge workers, according to the logic of continuous development and improvement, achieving balanced returns and benefits for stakeholders, and working to build and develop relationships (alliances, joint projects, cooperation in research and development...,) and the comprehensive evaluation with the important parties in the surrounding

climate, according to the principle of measurement) all levels based on the principle of self-assessment of the performance of all the organisation's elements, operations, relationships and target achievements (Lahcen Abdullah, 2013, pp. 31,32)

7 - The challenges that resulted in the management of excellence

The interest in excellence appeared as a concept in the early 1980s when Robert H Waterman and his colleague Thomas Jr. Peters wrote in 1982 their well-known book "In Search of Excellence", which came as a response to the excellence of Japanese companies since the 1960s and 1970s. In this regard, Tom Peters notes that there are no distinguished companies, but rather companies that strive to achieve excellence, through authorization and support of the authorities, benchmarking and continuous improvement, although this does not guarantee the mere survival of the company, however, it represents the best possible way to achieve this according to an integrated system (Lahcen Abdullah, 2013, pp. 35,36)

Excellence management directs its methods in a different path from what the traditional management used to focus on achieving the goals with another perspective, which is its quality and quality in particular.

Excellence management attaches great importance to advancing ideas by controlling information as it is among the technologies that respond to the modern requirements of contemporary management and its expression with digital information and measurement. Accordingly, excellence is an organized and periodic method for a comprehensive review of the activities and results of organizations, compared with the Excellence Model, which is used as a tool to test the

general interest of the organization. It helps to set priorities, distribute resources, and set realistic and practical planning for the organization (Lahcen Abdullah, 2013, p. 37)

The administrative leadership must understand the variables that lead to the inevitability of excellence in performance and management, which are expressed in the inevitability of change, using contemporary administrative methods, including visions and strategic plans based on priorities and directed to the beneficiaries with their various characteristics, as well as focusing on an important process of continuous improvement. In verifying its distinction, it relies on the application of quality and excellence models and awards that would provide working methodologies and mechanisms to measure performance results through standards and metrics available in organizations and have the ability to work in all circumstances and pressures, taking into account time management and decisions within an organizational culture of helpful dimensions to adapt to all conditions and challenges faced by organizations.

In addition, organizations have become subject to a global system that must respond to its changes, which are represented in the globalization that emerged in the 1990s, and produced a set of openings at the political, economic, cultural and technological levels, as well as the abolition of regional and international barriers between all countries of the world, and the emergence of clusters. And economic alliances, whether regional or multinational companies, the so-called transcontinental, which led to the inevitability of joining them by major international organizations.

Global changes have increased competition between producers not only at the local levels, but also at the global one. As a result; the level of expectations for quality increased and the continuous improvement and development

of products continued. This has led to an increase in investment in research and development to meet new expectations and aspirations, to provide high-quality products and to control costs, in addition to the creation of advanced marketing methods and approaches to confront and meet the needs of foreign markets and achieve competitive advantages, whether for organizations or countries (Mohamed Abdel Ghani, 2010, p. 154)

8 - Institutional Excellence

The administrative and technical performance of all corporate services and activities is developed through global excellence methodologies that have proven successful through international institutions which established best practices in record times.

The leading institution in applying the best practices and evaluation for Excellence Awards includes strengthening the existing structure and making exceptional leadership in the organization and includes the formulation of methodologies and appropriate mechanisms supported by focused initiatives that achieve the best results and in record times, and the Foundation also achieves this through a series of effective workshops and evaluation and follow-up visits ensures sustainability in improvement and maintenance of results (Khairy, 2014, p. 20)

9- Dimensions of Excellence Management

The presence of organizations in the era of renewed knowledge in the midst of the race of communication channels and connection, the great development of means of transport, the development of management concepts and the ingredients for success and excellence led to the disposal of traditional methods that lead to failure and to the survival of

only distinguished organizations. Among the most important dimensions of excellence management brought by ‘Dr. Ali Al-Salami’ in his book on Excellence Management are:

The first dimension: The real goal of management is the pursuit of excellence in the sense of achieving unprecedented results that outperform everyone who competes with it, and even outperform itself by the logic of learning.

The second dimension: that everything issued by the administration in terms of actions and decisions and the systems and activities it adopts must be distinguished, that is, the perfect, superior quality that leaves no scope for error or deviation and creates real opportunities for the correct and complete implementation of the right actions from the first time “ Doing the right things right the first time” (. Ali, 2002, p. 12)

The first time the concept of ‘Quality’ has always been associated with precision and mastery since ancient times in construction work and the manufacture of statues and luxury antiques, and then this concept developed after the industrial revolution and entering the market economy and became one of the principles of major institutions and departments through the optimal use of resources and the application of standards that make their products distinct that satisfy expectations. Its customers also provide excellent quality services that maintain its position and market share. Quality has three angles, which are:

1- Design quality: which includes the specifications that are determined when designing a product or service.

2- Production quality: which includes the specifications achieved during the production process itself.

3- Quality of performance: which includes the quality of the actual use of the product, the quality of delivery and the submitting of the product or service to customers (. Mahmoud Hussein, 2016, p. 98)

Kaizen also defined Total Quality Management as represented in respecting the customer and working to satisfy him and satisfy his stated and expected desires by providing high-quality services in a timely manner in order to reduce customer complaints rates and continuous development of services (Hafian, 2014, p. 172)

10- The foundations and keys to managing excellence

One of the most important qualities and constituents on which the Excellence Management is based is introduced through quality and performance excellence, whose standards are consistent with all international and even local excellence models and awards that provide organizations with the keys to reaching competition for excellence.

The list of "Management of Excellence" keys includes the following:

- Development and stimulation of creativity
- Developing and activating the customer satisfaction orientation
- Adherence to the concepts and requirements of sound financial management
- Commitment to Positive Work

- Ethics Developing and employing the knowledge management renewable balance of workers
- Facilitating and activating organizational learning opportunities
- The development of systems thinking mechanisms and a commitment to scientific methodology in researching problems and making decisions
- Results Orientation
- Customer Focus
- Balanced Results for Stakeholders
- Integrating the organization into the surrounding climate and developing a sense of social responsibility among employees (. Ali, 2002, p. 25)

11- Models of Excellence Management

Excellence Management was an inevitable result of the insistence of many organizations that took upon themselves the task of seeking to improve the performance of organizations and it appeared in America and Europe in close periods in the eighties of the last century, but the main credit for its emergence is mainly due to the quality movement in Japan that appeared since the forties of the last century, and the organizations in many countries of the world have become a pioneer in research to achieve excellence for their organizations in order to preserve their shares and competitive advantage, whether in the local or global market, and allocate valuable annual prizes for which organizations compete, and among the most important global models to be followed in the applications of distinction as follows:

- The European Excellence Model:

The EFQM (European Foundation for Quality Management) Model

The European Foundation for Quality Management (EFQM) is a non-profit organization, which was created in 1988 with the mission of being the driving force for Sustainable Excellence in quality management in Europe (EFQM 2013; APQI 2018).

The EFQM model can be used to assess the progress of an organization towards excellence, independently of the organization type, size, structure, and maturity. The model is a non-prescriptive framework, which recognises several possible approaches to achieving sustainable excellence. It is based on the premise that Excellence depends on the capacity of conciliating the different exigencies and interests of stakeholders' (Fiorenzo, 2019, p. 151)

- The Malcolm Baldrige National Quality Award program, which operates under the auspices of the National Institute of Standards and Technology (NIST), was established in 1987 by legislation (P.L. 100-107) and is intended to:

- Promote awareness of the importance of quality improvement to the national economy.

- Recognize organizations that have made substantial improvements in products, services, and overall competitive performance.

- Foster sharing of best-practices information among U.S. organizations (David, 2016)

-The Japanese Model for Excellence Management
"Deming": The name of the Total Quality Movement in

Japan is associated with W. Edward Deming, where the Deming Foundation allocates an award in the field of quality control.

This philosophy is carried out in four different stages, namely plan– do–check–act, which describes the basic logic of data-based process management [3].

- Plan Review current performance for issues and gaps. Gather data on key problems. Identify and target root causes of problems. Devise possible solutions, and plan a test implementation of the highest potential solution

- Do Pilot the planned solution

- Check (or study) Measure the results of the test to see whether the intended

results are being achieved. If problems arise, look into the barriers that are

obstructing your improvement efforts

- Act Based on the test solution and evaluation, refine and expand the solution to make it permanent, and incorporate the new approach wherever applicable (Muralidharan, 2015, p. 518)

- Singapore's Model for Quality.

- The New Zealand Quality Model.

- Dubai Quality Model.

- The Dubai Government Performance Program model.

- The Algerian Quality Price Award: which is considered as one of the pioneering models in Africa. It was

established to keep pace with administrative development in the field of quality and excellence. It was completed in 2000 and an annual award is allocated to organizations of large, medium and small industries, both private and public, valued at 2 million dinars in addition to the cup of merit. Its methodology is based on eight foundations and results criteria, in which the organizations submit reports on the practical measures they have taken and their effectiveness in improving the level of the organization's performance, as they are subject to evaluation by specialized committees formed at a global level in the field of quality and excellence, where reports are made on all the results they achieve based on the strategy and objectives, to the results and the positive contribution to Society and the environment so that the award is given to an organization that has demonstrated its worth and progress in the search for excellence.

12- Excellence management and its relationship to competitive advantage

Management experts believe that the top of the performance is represented by organizations that achieve great achievements and impressive results that depend on the application of quality standards, change, improvement, continuous development, the ability to deal and adapt to change and development, which constitute the lowest cost competitive advantage and focus on the added values that help establish a field of excellence according to limited segments express the Excellence Matrix (Lahcen Abdullah, 2013, p. 41)

13- Obstacles to achieving competitive advantage

The competitive advantage of Excellence Management is achieved through several conditions, constituents and

requirements, and its weakness or lack of commitment is going to cause an obstacle that prevents the achievement of the competitive advantage, based on the weakness of the ability to observe the variables that occur in the market environment, the lack of willingness to face threats and plan for them or not to seize opportunities and exploiting them for the benefit of the institution to increase its added value and its competitive advantage through modern strategy will hinder and weaken the responded and outputs of the institution, as well as the weakness of the managers personal visions, their failure to seize learning opportunities and the exploitation of knowledge and their lack of keenness on continuous self-evaluation and reliance on traditional practices that have nothing to do with curricula and values in organizations.

The lack of interest in the current problems in organizations and the failure to carry out the foresight and preparation process for the future and prepare for it through a rational thinking to the exploitation of resources and human resources, then the process of planning and formulating strategic objectives and preparing accurate operational plans with the formulation of alternatives, in addition to the continuous waste of time in the completion of jobs as an important resource for the organization that achieves its distinction from not being in the shadow of economic transformations, the result of all this is that many organizations have proven their failure and inability to compete.

In addition, competition is limited when the marketing orientation and the lack of systems and mechanisms aimed at serving and satisfying customers, and then diminishing the competitive capabilities of the organizations, in addition to the weak awareness of the

central capabilities and sources of competitive strength of the organizations, and then the absence of a clear management vision of how to invest and activate these capabilities in achieving superiority over competitors. And manage excellence in customer service (Lahcen Abdullah, 2013, p. 43)

Conclusion

One of the characteristics of the competitive advantage is that it leads to achieving superiority over competitors through its steadfastness in the competitive environment through its exploitation of unique resources and skills, achieving the intrinsic value of the organization and ensuring that it cannot be imitated by competitors and maintaining a competitive advantage for the longest possible period within the framework of distinguished management.

International organizations are struggling to meet the challenges of globalization and openness to markets, as the world has become a small village that has increased competition and search for new business opportunities in global markets on the one hand, and the process of competition and cooperation with foreign companies has distinguished institutions from others and gained them a competitive strength in front of their counterparts. On the other hand, since the beginning of the eighties, more than 17 per cent of US companies have been invested in global markets, and Algeria, like other Arab countries, has entered the framework of globalization and openness to develop its organizations and withstand multinational companies, whether in the framework of cooperation with them or to withstand the strong competition imposed by them. From near or far, and therefore it faces double challenges due to its lack of integrated and interconnected components that keep it somewhat distant from the developed international

organizations, and it cannot be satisfied with the process of imitation of foreign organizations without looking for ways in an integrated framework of the original and imported curricula and adopting the basic elements of excellence management Starting from organizational learning, passing through rational leadership and managerial patterns, and finally, up to Relying on comprehensive quality standards and taking lessons from the accomplishments achieved by distinguished organizations, and finally, it is necessary to return to the Islamic visions in the field of business and to abandon traditional methods such as relying on laziness and not to exploit renewable knowledge, resources and optimal utilization, as well as not to exploit the time that is considered a component of success Which has always led to failure and bankruptcy of organizations, whether private or public, because the Islamic vision is based on a basic principle, which is "work." Allah says in verse 105 in Surah Atawba: (And say work, then God will see your work, His Messenger and the believers, and you will return to the world of the unseen and witness, and He will inform you of what you did). Also, the principle of perfection came in the Qur'an verses and the hadiths of the Prophet, which indicates the accuracy of the concepts that must be adopted in all tasks. And in verse 88 in Surah Anaml, Allah says : (The work of God who perfected everything) . What the prophet emphasized on people to perfect every single work in the hadith and the countless verses from which we derive sources of strength, empowerment, mastery, beneficence, honesty, sincerity, cooperation, care and many other qualities that achieve goals and objectives in the field of business.

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