

Competitive Organizational Culture and its Relationship with the Knowledge Technology in the Jordanian Private Universities in the Jordanian North District from the Point of View of the Teaching Staff Members

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Abstract

This study aimed to know level of the competitive organizational culture and its relationship with knowledge technology in the Jordanian private universities in the Jordanian North District from the point of view of the teaching staff members. To achieve objective of the study, the descriptive, survey analytical method was used, and the questionnaire as the study's instrument, distributed to a sample of (180) teaching staff members in the Jordanian private universities in the North District (Jerash University, Jadara University, Irbid Ahliyah University & Ajloun Natinal University). Results showed that level of competitive organizational culture in the private Jordanian Universities in the North District from the point of view of the teaching staff members was medium, also results showed that degree of using knowledge technology in the Jordanian Private Universities in the North District from the point of view of teaching staff members also came at medium level, and the presence of positive correlation with statistical significance between level of the competitive organizational culture and degree of using knowledge technology in Jordanian Private Universities in the North District from the point of view of the teaching staff members. In light of the study results, the study recommended a number of recommendations, the most prominent: conducting similar study investigating competitive organizational culture and its relationship with quality of the work environment.

Keywords: *Competitive Organizational Culture, Knowledge Technology, Teaching Staff Members, Private Jordanian Universities, Jordan*

INTRODUCTION

The world is witnessing cognitive and technological development in all fields, also, this development has impacted many sectors, including the universities which pushed them to for mutate their competitive organizational culture to find new organizational styles and the universities became more flexible and agile, more responding to conditions of the work environment and the beneficiary's desires.

Also, that has contributed to rooting the communication and the humanitarian interaction methods through benefiting from the knowledge technology and the focus on the performance and the methodological strategies teaching to achieve their goals to reach the competitive advantage.

The digital revolution the world has witnesses in the businesses field has contributed to re-crystalize the organizational culture, which has led to find new organizational styles, since these styles came to introduce the new ideas corresponding to many value account for the human, this style is the competitive organizational culture, by doing so the organizations became with high flexibility and agility, speed in responding to the consumer's requirements and desires and what surrounding them of environmental conditions, went beyond the time and space problem within the human communication frame through using advanced techniques to achieve their competitive objectives (Ali, 2023).

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Concept of the Competitive Organizational Culture

Concept of the organizational culture basically has emerged from the social and national differences in different social sciences specialties since the organizational culture is considered as one of the prominent sciences.

Before identifying the competitive organizational culture, there is the need for identifying the organizational culture generally, since it is defined as “a set of the values dominating the organization such as the attitudes, believes, suggestions, expectations, the activities, the interactions, the traditions, expressions, and the feelings, meaning that there is an unofficial side in the organization” (Yousef, 2018).

Also, organizational culture has been defined as “many real and ordered behaviors, reflecting the common believes and expectations to the workers which prevailing the organization’s work environment affecting the workers’ interaction towards executing the administrative polices, achieving the strategy and improving the performance efficiency” (Alkhalil, 2023).

While competitive organizational culture was defied as “the skills the ideas, the customs, and others to specific segment of the persons and for specific time period, its objective is the profitability” (Morocos, 2018).

Also, competitive organizational culture has been identified as “the collective programing of the mind which distinguishing the organizations’ individuals from each other (Raof, 2021).

We can find from the previous definitions of the competitive organizational culture that despite of its diversification and differences, still in their essence revolve around the values, believes, customs, the ideas, and the still, it is possible to identify the competitive organizational culture as the individual’s personality aspects which emerged in the organization from values, customs, ideas, traditions and the un-written protocols.

Components of the Competitive Organizational Culture

Al-Hareeri (2017) has pointed out that the components of the competitive organizational culture represent in the follow:

The competitive organizational values, they are common agreements between the social organization individuals regarding what is desired and un-desired, or what is good or not good, or what is important or un important, the competitive organizational values represent the values in the work environment, since these values direct the workers’ behavior within the different competitive organizational conditions, and from these values the justice between the working individuals, the interest in time management, and preserving the principle the humanitarian relations.

Competitive organizational beliefs, are common ideas about the nature of the work and the social life inside the organization’s environment and how to accomplish the competitive organizational tasks from these beliefs importance of the participation in making the decisions, and contribute to performing the works in a collective form.

The competitive organizational convention: Are the standards committed to the working individuals in the organization since they are useful and beneficial standards, such as the organization imposing the commitment not hiring the worker’s relatives in the organizations such as the father of the son in the same field, those conventions should be written and followed.

Competitive organizational expectation: Are expectations determined by the working individuals in the organization or by the organization itself during the work period in the organization, it is possible to find from the previously mentioned that these conventions are standards forming the organization’s competitive organizational culture, since they consider from the basic components of the general order in the organizations, so the decision makers and those who are in charge of in those organizations should understand and adopt them since they influence the behavior style through which the organization interacts with other organizations or with the worker in it.

Kawash (2023) has indicated that knowledge technology applications have propagated at all sides and in all sectors, since they have obvious relationship with cognitive economies, which have clear role in the establishing of the knowledge society, and granting it its specifications and its constituents, also this technology became linked with many issues, such as information systems highly intelligent, and software's industry technology, and other industries which contribute to achieve concept of knowledge economics.

Knowledge technology is techniques, processes and theories have relation with data collection, storing and retrieval, then transforming them, also this cognitive technology has internal components with influence on the policy, culture and the economy, and became too has strong relationship with other technologies, such as the education the education technology, dealing with many social segments like those who use information systems and others (Shareef et al, 2016).

Knowledge Technology

Knowledge concept has gained great interest as one of the basic sources and the decisive element in all of the organizations, enabling the competition, the organization's continuity and survival, achieving its objectives and its success.

This situation has pushed the organizations to design knowledge technology systems through innovating applications can contribute to the use of knowledges they possess in an effective form, since knowledge technology plays the vital role in the businesses world, because its activity focuses on knowledge generation, storing, and distributing then making it available to the beneficiaries (Bokhelwa, Ben Amara and Rajm, 2020).

Defining Knowledge Technology

Before initiating definition of knowledge technology, there is the need for defining technology specifically, since it has been defined as a scientific application of the modern, scientific means, since and the developed most of these means often relating to the new developments in the processes or the production in addition to the influencing scientific progress in all the activities used in its application (Hijazi, 2010).

Regarding the knowledge, it has been defined as: the capability to keep the organization's information and engaging the workers in developing and benefiting from it in accomplishing the tasks at high effectiveness and efficacy through using the modern technological means (Mustafa, 2021).

Knowledge technology identifies as: "The computers, this the equipment's supporting the knowledge, and the programs, the services, and the related and applied resources in order to support the business stages which facilitate using the digital information generated and stored, and making easy the participation in it" (Kawash, 2023).

Also identified as "the techniques represented in the material structure the software components and the human resources, including procedures used in frame of the work organization forming those parts together in order to manage the information at high efficiency" (Atheer & Belal, 2016).

Hence, we find that knowledge technology is a technical part of the information system to receive the information and the data, storing and processing them to help the working individuals in the organization to perform different activities at high efficiency.

Importance of Knowledge Technology

Technology is considered as one of the most important determined for knowledge management, organizations employ the technology by the best ways in order to knowledge management are better able to continue and survive in shadow of the severe competition in the businesses market, technology is used to collect the knowledges, classifying, preparing, storing and delivering them between the devices and the individuals in the organization though multiple means, to improve the workers' capabilities to communicate between each other due to the absence of temporal & spatial barriers, or barriers at the functional level (Mustafa, 2021).

Also, importance of knowledge technology resides in the computers applications this created revolution in the way of dealing with the businesses in a professional way, leading to perform the basic role in the competition way in the businesses.

Computer applications have created revolution in organizing the works, knowledge evolution, development of the value chain by helping the clients, and the work to provide services according to what they need, this technology has become links between the suppliers and their customer more effectively in shadow of using the electronic knowledges (bukhelwah, Benamarah & Jojm, 2020).

Dimensions of Knowledge Technology Components

(Sharaf and Fraihi, 2019) have indicated that knowledge technology consists of a number of correlated elements with each other to achieve the goals the organizations seeks for, these dimensions are:

Material Components: Including all kinds of devices and equipment's needed to operate the information system.

Software's: Without them the material component will have no benefit.

Information: Which was basically data, then processed by complex technical means and methods.

Communications: Including all wire and wireless communication means required to transform the knowledges.

Human resources: Represent by the individuals who manage and operate knowledge technology from specialists, administrator and the system user.

LITERATURE REVIEW

Arabic Studies

(Ali, 2023) study aimed to show role of the organizational culture in achieving the competitive advantage in the Sudanese Islamic bank, the study used the descriptive method to cover the theoretical sides, and the analytical method to test the study hypothesis, study population consisted of the employees working in the bank, a sample has been selected which consisted of (55) individuals, and the questionnaire was used to collect the data.

The study reached the presence of agreement between the employees attitudes towards achieving the competitive advantage, and that the prevailing organizational culture meets, the employee, satisfaction, the study recommended paying the attention about the variables in the organizational culture and directing them to achieve the competitive advantage.

(Sleem, 2021) study aimed to know nature of the relation between organizational culture and the application of the digital transformation in the Egyptian private universities.

The descriptive analytical method was used, study population consisted of all the teaching staff members, and assisting body in the Egyptian private university, study sample consisted of (373) individual. The study reached the presence of positive correlation between the prevailing organizational culture and effectiveness of applying the digital transformation in the Egyptian private universities. The study recommended that the universities need to possess the supportive organizational culture for the digital transformation process to assure success and efficacy of the application process to the university's all activities and services.

(Arbab, 2022) study aimed to show reality of the prevailing organizational culture and the organizational development at the university of sciences and the culture, the study used the descriptive analytical method, study population consisted of all the employees and the administrators in the university of the sciences and the culture in Iran.

A simple random sample of the employees and the administrators was used which consisted of (120) individual, the questionnaire was used as the instrument for collecting the study's data the study reached that the

organizational culture in the university has been applied at high level regarding its dimensions (Organizational Customs, Organizational Expectations, Organizational Beliefs & Organizational Values). The study recommended the necessity for engaging the employees at all administrative levels in setting the plans and making the decisions, commitment to the organizational culture's components to implant them as one the standards, to grant incentives and rewards at specific dates.

(Mustafa, 2021) study aimed to reveal impact of information technology on knowledge participation at Algerian telecommunication company in Warqalla city, the study sample consisted of (160) male and female employees, and used the questionnaire as the instrument for data collection, the study reached the presence of impact with statistical significance of information technology on knowledge sharing in the company.

The study recommended conducting more studies regarding knowledge management technology.

Foreign Studies

(Jamali et al, 2022) study aimed to address influence of the leadership styles on the teaching staff members performance, and to test the mediating influence of the organizational culture in the correlation between the leadership styles and performance of the teaching staff members in the higher education institutions (Jamshare MUTE).

The descriptive analytical method was used, study population consisted of all the teaching staff members in the higher education institutions in Austria, while the study sample consisted of (384) teaching staff members, the study used the questionnaire as the instrument for collecting the required data for the study. The study reached that transformational leadership has positive relationship with statistical significance with the performance of the teaching staff and the organizational cultures as coordinator between the policy leadership and performance of the teaching staff members according to their opinions. The study recommended the necessity for conducting more studies regarding influence of the leadership styles on performance of the teaching staff members and testing the intermediate influence for the organizational culture on the correlation between the leadership styles and performance of the teaching staff members in the higher education institutions.

(Rijeci, 2022) study aimed to investigate specific impacts of the organizational culture on knowledge participation behavior in the companies, the descriptive analytical method was used, study population consisted of all companies in Poland, while the study sample consisted of (120) individual, and used the questionnaire as the instrument for collecting the required data for the study.

The study reached a number of results, the most prominent was the tri culture was the most relevant culture for knowledge participation in the companies, followed by the absorption type, while the market had negative influence.

It is recommended conducting more studies about the organizational culture and its impact on knowledge participation behavior in the companies.

(Akpamah et al, 2021) study has confirmed the relationship between the organizational culture and the organizational strategy, also seeked to know how successful organization depends on its culture as a strategy for survival in shadow of the instable economic conditions, and the questionnaire for data collection.

The study reached that organizational culture can be considered as organizational strategy, and the organization preserves its culture as a strategy to gain the competitive advantage over its competitors.

(Lam, 2021) study aimed to explore the relationship between the organizational culture and managing the knowledge, and the ability to innovate, the study used the descriptive analytical method and the questionnaire for data collection.

The study reached that knowledge management strongly correlating with the ability to innovate (Jam et al., 2016). It is recommended conduct more studies about the relationship between organizational culture and knowledge management and the ability to innovate.

From the review of the previous studies appears the presence of cognitive gap due to shortage in the studies linking between competitive organizational culture and knowledge technology in the universities.

Problem Statement

Problem statement stems from the increasing organizational problems in the modern era, which pushed the universities to search for solutions to address those problems and challenges. The universities found that the competitive organizational culture theory might be one of the relevant solutions to make the decisions and directing the employees' behavior which justifies conducting this study.

Study Questions

What is level of competitive organizational culture in the private Jordanian universities in the Jordanian North District from the point of view of the teaching staff members?

What is degree of using knowledge technologies in the Jordanian private universities in the North District from the point of view of the teaching staff members?

Is there a correlation at statistical significance level ($\alpha \leq 0.05$) between competitive organizational culture and knowledge technology in the universities from the point of view of the teaching staff members?

Significance of the Study

Theoretical Significance of the Study

Stems from investigating modern administrative variables through referring to the previous studies, to the knowledge of the researchers, this study is one of the scarce studies addressing the link between competitive organizational culture and knowledge technology in the universities, forming new addition to the Arab and international libraries to enrich this topic.

Applied Significance

Stem from the private universities are considered as a developing and changing sector continuously, this appears in the increasing competition at the local and international level changing the beneficiaries demands, which require establishing competitive organizational culture through making advantage from knowledge technology to keep pace with this development, and to private benefits to the researchers from results of this study as a nuclear for other similar studies.

Objectives of the Study

Generally, this study aims to achieve the following objectives:

To show level of competitive organizational culture in the Jordanian private universities.

To show degree of using knowledge technology in the Jordanian private universities.

To show the correlation between competitive organizational culture and knowledge technology in the Jordanian private universities.

Procedural Definitions

Competitive Organizational Culture: Are attitudes, ideas, and beliefs in the organization, expressed by the individuals' behaviors an positions (Lam et al, 2021), and procedurally define as the degree of the study sample response to the study sample in this field.

Knowledge Technology: Are techniques, processes and theories have relationship with data collection and storing then retrieving and disseminating it (Kawash, 2023).

Procedurally defines as degree of the study sample response to the study instrument to this field.

Teaching Staff Members: Are all the teaching staff members who teach in the Jordanian private universities and still working in the year (2024), having scientific qualification qualifies them to teach in these universities.

Limitations of the Study

Spatial Limitation: Jerash University, Jadara University, Irbid national university and Ajloun National University.

Temporal Limitations: The study has been conducted in the year (2023-2024).

Objectivity Limitation: Addressing the topic competitive organizational culture and its relationship with knowledge technology in the Jordanian private universities from the point of view of the teaching staff members.

METHODOLOGY OF THE STUDY

This study has depended on the analytical descriptive method which is based on describing and analyzing the phenomenon, and explaining the relationship between the independent and dependent variables, and influence of these variables on each other.

Study Population and Sample

Study population consisted of all the teaching staff members in the Jordanian private universities under study, their number (394) individual according to Jordanian Ministry of Education Statistics (2024).

A random sample was used by (50%) from the study population the teaching staff members in the Jordanian private universities, to be (180) teaching staff member.

Table (1) Frequencies and Percentages of the Study Variables

	Categories	Frequency	Percentage
Gender	Male	135	75.0
	Female	45	25.0
Academic Rank	Prof.	16	8.9
	Associate	39	21.7
	Assist.	125	69.4
Number of Years of Experience	Less than (10) years	130	72.2
	(10) years and more	50	27.8
Faculty	Humanitarian	149	82.8
	Scientific	31	17.2
	Total	180	100.0

Information And Data Collection Methods Included in The Study Instrument

This present has depended on two sources for collecting data and information:

Secondary Sources: Depending on the data and the information available in the books, articles, and arbitrated theses & periodic, in addition to the internet sources and the reports related to the topic of the study.

Primary Sources: Data was collected through developing a questionnaire specific to achieve objectives of the study, through distributing it to the study population individuals to attain the necessary data.

Study Instrument

The questionnaire has been developed by using Likert's Five point scale which depends on the following agreement degrees: (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree). The questionnaires items were developed through referring to the previous studies such as (Ali, 2023) study, (Kawash, 2023) study which have addressed the study's independent and dependent variables, in order to achieve objectives of the study and to answer its questions.

RESULTS OF THE STUDY

Following is Illustrated of The Study Results

First Question: What is level of the competitive organizational culture in the Jordanian private universities in the North District from the point of view of the teaching staff members?

To answer this question, arithmetic means and standard deviations were extracted for level of the competitive organizational culture in the Jordanian private universities from the point of view of the teaching staff members. Table (2) shows that.

Table (2) Arithmetic means and standard deviations for the level of competitive organizational culture in private Jordanian universities in the northern region from the point of view of faculty members, arranged in descending order according to the arithmetic means

The Rank	Number	The Field	Arithmetic Mean	Standard Deviation	The Level
1	4	Creative Culture	3.42	.489	Medium
2	1	Organizational Values	3.38	.470	Medium
3	3	Organizational Expectations	3.34	.492	Medium
4	2	Organizationazl Beliefs	3.28	.383	Medium
		Comparative Organizational Culture as a Whole	3.34	.391	Medium

Table (2) shows that the means ranged between (3.28-3.42), since the field creative culture came at the first rank with higher mean (3.42), while the field organizational beliefs came at the last rank arithmetic mean reached (3.28) and the mean for the levels of competitive organizational culture reached (3.34).

Table (2) explains that level of the organizational culture in the Jordanian private universities is according to what is required and planned for regarding competitiveness and keeping pace with the developments and facing the challenges, contributing to determine method and speed of response of the individuals toward the competitors' move and what the beneficiaries need to achieve the organization's growth and continuity, leading to achieve internal and external integration between the employees in the organization and the surrounding environment through the communication and adaptation processes between the organization and the environment, working to enhance the identity feeling regarding the teaching staff members, helping in creating the commitment to the appropriate behaviors, implanting and enhancing the organizational loyalty concepts, working to the organization stability and balance as a social system, this result agrees with result of (Ali, 2023) study, and (Sleem, 2023) study, and (Bukhelwa et al, 2020), and disagreed with (Arbab, 2022) study.

Study instrument for the competitive organizational culture as a whole consisted of the following items:

Table (3) The means and standard deviations for level of the competitive organizational culture in the Jordanian private universities from the point of view of the teaching staff members

No.	The Item	Arithmetic Mean	Standard Deviation
1	Concern about the time factor to accomplish the tasks.	3.41	.623
2	Executing the tasks according to what has been mentioned in the organizational list.	3.48	.630
3	Respecting its employees.	3.73	.706
4	Distributing the functional tasks in a fair way to all employees.	3.33	.768
5	Alignment of its organizational values with its employee's values.	3.34	.671
6	Raising its employees moral spirit through its fair administrative systems.	3.18	.686
7	Commitment to professionalism in dealing with its students.	3.23	.684
8	Building positive trust between the university and its employees.	3.36	.604
9	Developing its employee's relationships with its organizational structure.	3.04	.659
10	Engaging the employees in the decision making process.	3.26	.543
11	The balance between the (authority and the responsibility granted to its employees).	3.23	.641
12	Employee's awareness about facilitating the work procedures.	3.29	.623
13	Care about engaging the academic leaders in the university councils.	3.41	.596
14	Accomplishing the common objectives in a cooperative way with the employees.	3.49	.681

No.	The Item	Arithmetic Mean	Standard Deviation
15	Cooperation with the academic and the administrative in solving the organizational problems.	3.26	.644
16	Encouraging the employees on creativity and excellence to accomplish the work.	3.28	.685
17	Directing the more experienced employees to help the colleagues.	3.38	.609
18	Engaging the employees in the social events.	3.38	.727
19	Care about the general appearance of the employees.	3.05	.687
20	Adapting the optimal employee policy to award its employees.	3.26	.778
21	Setting a standard to measure the employees' expected accomplishment.	3.27	.723
22	Following functional system to raise the job security.	3.44	.686
23	Satisfying the employees expectations from the incentive system.	3.24	.696
24	Satisfying the employees desires who initiate by conducting training courses.	3.16	.731
25	Providing the facilities to serve the internal society.	3.39	.638
26	Holding responsibilities towards the society to improve its outputs.	3.52	.647
27	Care about disseminating the competitive concepts to develop the work.	3.63	.608
28	Encouraging the employees to develop developmental ideas for the work.	3.73	.675
29	Engage the employees in analyzing its problems (administrative and academic).	3.34	.827
30	Adapting new approaches to deal with the problems in creative ways.	3.27	.682
31	Disseminating the excellence and entrepreneurship culture to impact it in the employees' competitive culture.	3.21	.623
32	Supporting the collective work at different organizational levels.	3.42	.676
33	Managing the conflicts effectiveness to develop.	3.33	.633

The Second Question: What is level of knowledge technology in the Jordanian private universities from the point of view of the teaching staff members?

To answer this question means and standard deviations were extracted for level of knowledge technology in the Jordanian private universities from the point of view of the teaching staff members.

The Rank	Number	The Field	Arithmetic Mean	Standard Deviation	The Level
1	2	Human resources.	3.29	.448	Medium
2	1	Devices, equipments, the software's and the nets.	3.25	.433	Medium
		Knowledge technology as a whole.	3.27	.392	Medium

Table (4) shows that the means ranged from (3.25-3.29), the field human resources came at the first rank with highest mean reached (3.290), while the field the devices, equipment's, software's and the nets came at last rank with mean reached (3.25), and the mean for level of knowledge technology in the Jordanian private universities reached (3.27) from the teaching staff members' point of view. This result explains effectiveness of the universities role to go ahead towards the work within the functions performed by knowledge technology and those jobs such as receiving the data through collecting what is relating to the universities processes of data and other events relating to external environment, preparing them for the processing, this can be achieved through conducting different arithmetic and logical processes and transforming them to all forms of information and knowledges and analyzing them, since knowledge and data storing is considered as one of the information system components in the universities, through preserving the data and knowledges in an organized from in order to use them as outputs in case the beneficiary needs them. This study agreed with (Mustafa, 2021) study and with (Lam, 2021) study.

Study Instrument For Knowledge Technology As A Whole Consisted Of The Following Items

Table (3) Means and standard deviation for knowledge technology level in the Jordanian private universities from the point of view of the teaching staff members

Number	The Items	Arithmetic Mean	Standard Deviation
1	Using developed computer devices in facilitating its different works.	3.02	.728
2	Adopting the modern technological method.	3.21	.559
3	Considering the used computer devices and the work's needs.	3.24	.611

Number	The Items	Arithmetic Mean	Standard Deviation
4	Possessing (devices and equipment's) sufficient to accomplish the work in an excellent way.	3.32	.752
5	Providing software's used as feedback at the administrative unit's level in the organization.	3.45	.662
6	Using programs able to analyze the information they need in the work.	3.42	.633
7	Having software's with high reliability.	3.12	.730
8	Providing database characterized by accuracy and reliability.	3.26	.735
9	Using the technology in exchange of information between the employees.	3.41	.691
10	Conducting training courses in the work field on the devices and equipment's of information technology.	3.33	.791
11	The presence of a specialized staff in technological devices and equipment's.	3.22	.816
12	Making available qualified and able human resources on using the programs.	3.23	.710
13	Keeping pace with everything new in the knowledge field to apply in the work.	3.33	.732
14	Teaching staff members process technological applications to achieve competitive advantage.	3.31	.757
15	Determining the training needs for the employees to confront the changes in the work environment.	3.21	.677

The Third Question: Is there a correlation with statistical significance at level ($\alpha \leq 0.05$) between level of competitive organizational culture and level of knowledge technology in the Jordanian private universities in the North District?

To answer this question, Pearson correlation coefficient was extracted between level of competitive organizational culture and level of knowledge technology in the Jordanian private universities. Table (6) explains that.

Table (6) Pearson correlation coefficient for the relationship between the level of competitive organizational culture and the level of knowledge technology in private Jordanian universities in the northern region

		Devices, equipment's, software's and rents	Human resources	Knowledge technology
Organizational values	Correlation Coefficient R	** .536	** .687	** .681
	Statistical Significance	.000	.000	.000
	Number	180	180	180
Organizational beliefs	Correlation Coefficient R	** .653	** .570	** .687
	Statistical Significance	.000	.000	.000
	Number	180	180	180
Organizational expectations	Correlation Coefficient R	** .689	** .536	** .691
	Statistical Significance	.000	.000	.000
	Number	180	180	180
Creative culture	Correlation Coefficient R	** .713	** .573	** .725
	Statistical Significance	.000	.000	.000
	Number	180	180	180
Organizational culture	Correlation Coefficient R	** .735	** .677	** .794
	Statistical Significance	.000	.000	.000
	Number	180	180	180

* Statistical significance at significance level (0.05).

* Statistical significance at significance level (0.01).

Table (6) shows the presence of positive correlation with statistical significance between level of competitive organizational culture and level of knowledge technology in the Jordanian private universities in North District. This can be explained as they look like a correlating ring and integrating steps able to produce the work in the best form through training programs and the work flexibility to develop skills of the teaching staff members,

material and moral incentives in order to apply the objectives in the organization, what the organization performs of effective plans through the employees creativity by using the scientific research and the instruments through which to confront the challenges such as the budget, the support at learning for the future, depending on the relations and the objectives as sources for the organizational culture.

Also, it was found that it is possible to store these knowledge's in the computer devices to refer to and review at anytime from any place by the organization's individuals, from this point, the knowledge will be applied by modern technical devices expressing knowledge technology, agrees with (Jamali et al, 2022) study and (Bukhelwa et al, 2020) study.

RECOMMENDATIONS

In light of the study's results, the researchers recommending the follow:

Using the technological knowledge's most often in the Jordanian private universities.

Keeping pace will scientific developments and innovations, and the creativity and innovation instruments to benefit from the previous experiments to attain, implant & adopt the competitive organizational culture to guarantee a remarkable place between the rest of the competing institutions.

Increasing the cognitive communication and exchange of experiences between the teaching staff members in the Jordanian private universities regarding the outcome of the modern and developing technological information.

Conducing more studies searching in the competitive organizational culture and its relationship with quality of the work environment.

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