

Analysis of the Impact of Organizational Prestige on Effectiveness of Strategic Decisions in the Banking Sector

Amodah Obaid Hussein

AL -Furat AL -Awsat Technical University, Technical Institute of Dewaniya, Iraq,
amodah.hussein@atu.edu.iq

Abstract: The current research seeks to shed light on the analysis of the impact of organisational prestige in its dimensions (internal organisational prestige and external organisational prestige) on the effectiveness of strategic decisions represented (ESDE) by (appropriateness of the decision, acceptance of the decision, quality of the decision) for a sample of workers in commercial banks in the province of Diwaniyah (Baghdad for investment, the Iraqi Union, Dar es Salaam, the Gulf, and the Islamic world), in order to address the research problem of what is the analysis of the impact of organisational prestige on the ESDE in the banking sector? The research resorted to relying on the questionnaire tool in order to collect the necessary data to analyse the relationship and impact between these variables, as well as to give the possibility of generalising these results to the research community, In light of the data collection, the statistical package of the SPSS&AMOS programmes was relied upon. V.28) In order to analyse the results, as it was distributed (125) questionnaires, (102) questionnaires were adopted, (6) questionnaires were damaged, and (17) questionnaires were recovered, which has enabled the results of the research to introduce several important findings, the most significant of which is the existence of a correlation and significant impact between organisational prestige and the ESDE. Based on these results, the current research proposed several recommendations to enhance the reality and level of the variables of the surveyed sample, and on that basis, the research suggested the need for the surveyed banks to develop transparent and accurate policies related to their strategic banking decisions, which enhances the possibility of gaining trust between customers and investors. This requires the use of advanced models for risk analysis to understand the mechanism of the impact of regulatory prestige on banking and operational risks.

Keywords: organisational prestige, effectiveness of strategic decisions, internal organisational prestige, external organisational prestige.



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Introduction

Commercial banks are currently facing significant challenges due to the rapid changes occurring in various fields worldwide, which necessitates a re-evaluation of processes, organisational

structure, and techniques employed in delivering banking services to the largest possible number of customers in order to enhance efficiency and increase profitability. Consequently, bank management has recognised the need to reassess their strategies, objectives, and future vision, aiming to develop effective and coherent strategies that focus on organisational excitement, stability, and synergy, and to utilise human, material, and financial resources in the most effective manner to achieve a balance between societal needs and capabilities in order to meet the required objectives by providing effective banking services.

In light of the banks' coexistence with the continuous developments and changes of the contemporary business environment, the decision-making process and achieving its effectiveness has become more difficult than before, especially strategic decisions that greatly affect the fate of the organisation and its interests, whose success depends on the availability of accurate information about the organisation's internal and external environment and proper prediction of future events, as well as the availability of human and technical capabilities for proper analysis of available information and its exploitation towards achieving the desired strategic successes.

In order to achieve the goal of the research, the research has been divided into four sections, the first of which dealt with the research methodology, and the second section was devoted to the concept of organisational prestige and the ESDE, while the third section dealt with the description and diagnosis of research variables and the presentation and analysis of the results of the link and influence between the independent and dependent variable, and finally the fourth section was devoted to the most important conclusions and recommendations reached by the research.

Part One: Research Methodology

First: Research Problem

Uncertainty governs the nature and type of the relationship between the organization and the workplace, which emphasizes how crucial it is to invest in both internal and external strengths in order to secure organizational prestige. Because it plays a major role in improving the ESDE by fostering appropriateness, acceptance, and quality in decision-making, organizational prestige itself helps to lower the risks associated with strategic planning. In other words, the lack of orientation of local organisations to invest in internal and external cooperation mechanisms and to remove information barriers between them, along with the failure to make decisions exclusive to a market, leads to the incompatibility of strategic decisions with the desired goals. This, in turn, results in reduced acceptance among various categories of employees, as well as negatively affecting the level of acceptance and quality. On the other hand, the focus of local organisations on investing in these cooperative mechanisms, whether internal or external related to organisational prestige, will enhance their ability to address threats and manage the risks of change, thereby improving their effectiveness regarding the policies adopted. **From this perspective, the research problem can be formulated as a fundamental question:** (What are the mechanisms for analysing the impact of organisational prestige on the ESDE in the banking sector?). **From this problem arise several sub-questions:**

1. To what extent do the banks studied rely on the mechanisms of regulatory prestige?
2. What are the advantages that the ESDE confers on the banks studied when they are implemented?
3. To what extent can regulatory prestige affect the ESDE?
4. Is there a relationship between regulatory prestige and the ESDE in the banks studied?

Second: Importance of Research

The main pillar of attention to the issue of organisational prestige and the ESDE contributed to building a conceptual model aimed at developing the capabilities of the surveyed banks through:

1. Improving the quality of strategic decisions by directing the banks surveyed to enhance their confidence in stakeholders, which facilitates the effectiveness of strategic decision-making for banks.
2. Achieving a competitive advantage by understanding the regulatory prestige, which helps the banks surveyed to improve their position in the target markets in a manner consistent with the ESDE, which leads to attracting the largest possible number of customers.
3. Improving the relationship between employees and management, which positively affects internal and external regulatory bodies, which in turn facilitates the mechanisms for obtaining the necessary facilities to expand banking activities.
4. Directing the banks surveyed to analyze the regulatory prestige in order to identify opportunities that banks can invest in to enhance their reputation and position in the market.

Third: Objectives of Research

The main purpose of the current research is to analyse the impact of regulatory prestige on the ESDE in the banking sector, and from this goal emerge several objectives:

1. Disclosure of the extent to which the surveyed banks rely on the mechanisms of regulatory prestige.
2. Identify the advantages of the ESDE towards the surveyed banks once implemented.
3. Indicate the extent to which organisational prestige can affect the ESDE.
4. Determine the nature of the relationship between organisational prestige and the effectiveness of the strategic decisions of the surveyed banks.

Fourth: Research Hypothetical Scheme and Hypothesis Development

The hypothetical study model is concerned with the nature and treatment of the research problem, and this in turn requires the construction of a hypothetical scheme that clarifies the hypotheses and foundations through which the objectives that the research seeks to achieve can be determined, see Figure (1), and the hypothetical model of the research is represented in two variables:

1. **Independent variable: organisational prestige**, and this variable is represented in two dimensions (internal organisational prestige, and external organisational prestige).
2. **Dependent variable: the effectiveness of strategic decisions**, and this variable includes three dimensions (appropriateness of the decision, acceptance of the decision, quality of the decision).

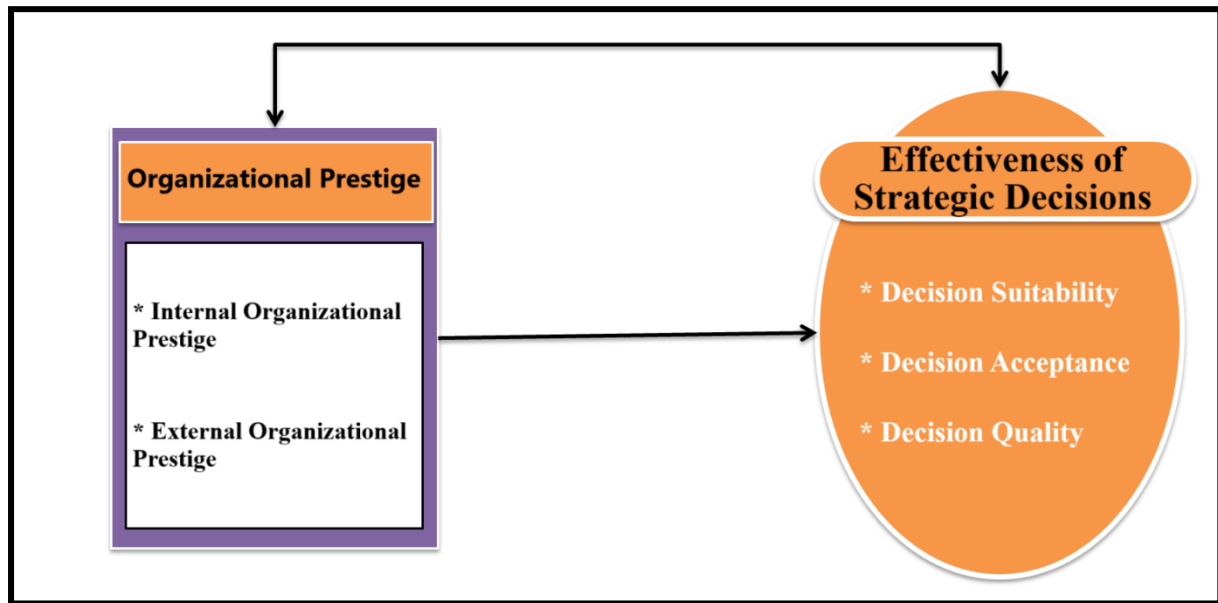


Figure (1) Research Hypothetical Scheme

Based on the constructed scheme, two hypotheses can be developed:

H1: There is a significant correlation between organizational prestige and the ESDE, and the following hypotheses emerge from it:

- There is a significant correlation between the dimension of internal organizational prestige and the ESDE in its dimensions (decision suitability, decision acceptance, decision quality).
- There is a significant correlation between the dimension of external organizational prestige and the ESDE in its dimensions (decision suitability, decision acceptance, decision quality).

H2: There is a significant effect of organizational prestige on the ESDE, and the following hypotheses emerge from it:

- There is a significant effect of the dimension of internal organizational prestige on the ESDE in its dimensions (decision suitability, decision acceptance, decision quality).
- There is a significant effect of the dimension of external organizational prestige on the ESDE in its dimensions (decision suitability, decision acceptance, decision quality).

Fifth: Research Sample

The research community was represented in the banking sector, while the research sample included workers in five commercial banks in Diwaniyah Governorate (Baghdad Investment, the Iraqi Union, Dar es Salaam, the Gulf, and the Islamic world). A total of 125 questionnaires were distributed, of which 102 were adopted, with six damaged questionnaires and 17 not recovered, resulting in a response rate of 82%.

Part Two: Theoretical Framework

First: Organizational Prestige

1. The Concept of Organizational Prestige

A fundamental idea in many social and behavioral science fields, including psychology, sociology, economics, and anthropology, prestige has been seen as an important tool in the formation of social image due to its influence on the transmission of cultural knowledge and the dynamics that define cultural diversity. In sociology, prestige is the preferred term, but in economics, it is reputation; in marketing, it means image; and in accounting and law, it is

goodwill. Because sociologists distinguish between prestige and reputation, they associate the former with a positive connotation and the latter with a neutral one; they also use the term respect to indicate the respect that people receive (Supervisor & Karim, 2023:151).

Two cases emerge from the level of daily dealings between the organisation and the parties of society; the first is to stay away from it and ignore it to a large extent, while the second is related to the existence of a state of interest in the activities and practices of the organisation. The second case is due to its position among business organisations, and this is called organisational prestige (Jasim& Sultan,2024:2). This concept was used in sociology and psychology as a first step to be then reacted to the science of management and organisation, which focuses on employees' evaluations of their organisation compared to other organisations. The perception of employees regarding the level of organisational prestige directly affects the business and functions of the organisation, which is reflected in the organisation's competitiveness (Yildiz,2018:277).

Organizational prestige is defined as employees' beliefs about how other people outside the organisation, such as customers, competitors, and suppliers, view or value their customers (Wang et al., 2019:2721). Consider (Crosby et al.,2006:741 ; Hu et al.,2020:2) organisational prestige as the degree to which an enterprise is highly respected both in absolute and comparative terms. Rashidi & your Rahman (2013:58) show organisational prestige as the degree to which an organisation is perceived as having a good reputation and great respect. argued that (DePatie et al., 2024:2) organisational prestige represents how positively an organisation is valued, and reflects its social standing compared to other organisations. In other words, society tends to consider that a good reputation reflects a strong prestige of the organisation. Organisational prestige relates to the perceptions of current employees about how the outside world sees their organisation, which makes these perceptions form the clear image of the organisation and contribute to creating a strong organisational environment that affects the attitudes and behaviours of members.

From the above, it can be said that organisational prestige represents the strength, status, trust, reputation, values, principles and achievements that characterise the organisation in the sector that distinguishes it compared to competing organisations.

2. The Importance of Organizational Prestige

The importance of organizational prestige is evident in several important issues, which are (Momen et al., 2024: 5460 ; Al-Dhabhawi et al., 2022: 614 ; Wiesel et al., 2024: 293 ; Neveu et al., 2024: 362):

- a) Interest in social perception that is formed through knowledge and impression.
- b) Improving the organization's expectations regarding its future work.
- c) Prestige is generated by external individuals dealing with the organization because of its impact on organizational identity.
- d) Making the hierarchy based on prestige within organizations is the degree to which the organization enjoys good respect, strength and distinguished status among other competing organizations.
- e) Building trust and mutual respect between management and employees.
- f) Encouraging and motivating employees to achieve high performance and excellence
- g) Achieving dedication to work and striving to achieve specific goals.

3. Dimensions of Organizational Prestige

Organizational prestige can be measured through several dimensions:

- a) **Internal organizational prestige:** Internal organizational prestige expresses the vision within the organization, tangible opportunities for growth (Rabiul, 2024: 444), and participation in decision-making were all linked to internal prestige. Moreover, prestige and respect were directly linked to organizational identity, but were only indirectly linked to behavior that supports the organization (D'uggento et al., 2023: 3152). Internal prestige was defined as an individual's assessment of his position within the group or how the individual perceives others' view of him (Körner et al., 2023: 591). It also represents an individual's view of himself within his group, as the individual evaluates his position within the group through the evaluation of other individuals of his position and status in the same group (Zhou et al., 2023: 182).
- b) **External organizational prestige:** External organizational prestige expresses the individual's knowledge of the organization, his beliefs, and the influence of the outside world to which individuals are exposed (Khan et al., 2021: 62). The way individuals in the outside world view the thinking processes in an organization also reflects the political character of such a company (Cornelissen et al., 2021: 1295). It expresses the opinions and perceptions of people outside the organization, contains the current situation, and evaluates the value and behaviors for the future (Lee & Li, 2021: 370).

Second: Effectiveness of Strategic Decisions

1. The Concept of Effectiveness of Strategic Decisions

Organization theory and strategic management both place a high value on the subject of strategic decision-making. There is little proof that strategic decision-making procedures are more successful than other choices, i.e., the degree to which they produce the intended results, despite the fact that numerous studies have defined and explained strategic decision-making mechanisms (Mitchell et al., 2016:267). The ESDE is important for the management of business organisations, and the strategic decision is the main basis for business success or failure, making it one of the basic tasks of senior management in the organisation (Calabretta et al., 2017:366). Furthermore, the strategic decision is one of the most important administrative functions in all types of organisations, and without these decisions, organisations cannot achieve strategic success (Al Dhaen, 2021:144).

described them as future-focused choices that articulate the organization's goals and offer a methodical framework for lower-level decision-making (Hakeem, 2023:2). On the other hand, pointed out that (George & Desmidt,2018:132) they are fundamental decisions that affect the main functions and the mission of the organisation, characterised by being long-term and usually falling on the responsibility of senior management, through which the opportunities available to the organisation are identified and threats are avoided.

According to Halqan (2020:224), it is the degree to which leaders can solve issues with a distinct vision, a powerful perception, and advanced abilities in order to increase an organization's capacity for success. Due to their influence on the organization's future, strategic decisions take longer to make than routine ones and necessitate a thorough examination and analysis of the internal and external environments. According to Adaileh et al. (2024:584), ESDE is the degree to which a decision meets administration-set goals within the timeframe and studied constraints; it is a decision that can reach an acceptable degree of appropriateness between a goal and a means at the time of manufacture within specific situational data, and it is accepted by others.

From the above, it can be said that the ESDE represents the extent to which the organisation is able to take and analyse information, plan, evaluate and implement effective banking decisions that contribute to achieving its long-term goals.

2. The Importance of Effectiveness of Strategic Decisions

If this decision is incorrect, the efforts made in the implementation processes will be futile in achieving the organisation's desired strategic goals (Elbanna et al., 2016:1018), and (Varadarajan, 2020:91) highlighted that the significance of strategic decisions lies in their crucial role in influencing the life cycle of the organisation, as the positive outcomes of these decisions benefit the organisation by increasing profits and securing competitive opportunities, as well as enhancing its share price and market share. Conversely, at other times, these decisions may protect business organisations from the risks posed by future changes, such as the threats of decline or extinction, when these decisions are effective in mitigating threats or potentially transforming them into profitable investment opportunities. (Rowe et al., 2018:1164), (Rao & Tilt, 2016:328) believe that the importance of strategic decisions can be summarized in the following points:

- a) Strategic decisions are one of the basic means of the organization in achieving its strategic goals.
- b) Strategic decisions contribute to enabling the organization to continue its various administrative activities efficiently and effectively.
- c) Strategic decisions affect the increase in the volume of the organization's financial revenues and its economic capacity, which contributes to the prosperity of the general economy of the state and its future policies.
- d) Strategic decisions include discovering new goals or modifying current goals towards achieving a better future for the organization.
- e) Strategic decisions and their positive results demonstrate the effectiveness of the future vision of the organization's senior management.

3. Dimensions of Effectiveness of Strategic Decisions

The ESDE can be measured through several dimensions:

- a) **Decision suitability:** The suitability of the strategic decision represents the degree to which the result made by the individual is compatible with the conditions and capabilities inside and outside the organization (Ghonim et al., 2022: 200), which highlights the importance of the information available to the organization in order to build its strategic decisions in a way that contributes to improving its performance and competitive strength (Darmawan, 2024: 48), and The organization can have a set of data that satisfies thorough and detailed knowledge of everything that is happening in its internal and external environments through the appropriate strategic decision, in addition to effective information management (Hussain et al., 2024: 155).
- b) **Decision acceptance:** Acceptance of the result expresses the grade to which the individual can gain the consensus and availability of the organization's members (Sherr et al., 2022: 3060), and through accepting the decision, the organization's commitment to its goals can be embodied, and this highlights an important step in implementing and making decisive banking decisions in building the organization's strategies (Afshari, 2023: 8). On the other hand, decision acceptance is the extent of the decision's acceptance among the subordinates in the organization who will be affected by the implementation of this decision, and acceptance is achieved through the serious participation of these members in the strategic decision-making process (Einwiller et al., 2021: 234). The issue of decision acceptance by the organization's

employees is also very important for the success of the decision implementation process (Pavlenchuk et al., 2023: 500).

- c) **Decision quality:** Decision quality is the degree of generating excellent decisions (Tu et al., 2023: 206), as decision quality improves the accuracy of the decision, meaning addressing any deviation of the decision noticed by the decision maker from the objective rational decision, which is a measure of objective rationality (Daschner & Obermaier, 2024: 1), and (Stoller, 2022: 170) believes that decision quality is the accuracy, precision, and reliability of the decision results and the efficiency of the decision in terms of reaching decisions quickly.

Part Three: Practical Aspect

First: Description and Coding of Variables

The study tool consisted of two variables, the first part of which was the organisational prestige (ORPR), and the second part was the Effectiveness of strategic decisions (ESDE), and Table (1) reviews the coding and characterisation of each of the study variables.

Table (1) reviews the coding and description of each variable of the study variables

Variable	Dimension	Number of Paragraphs	Code		Source
Organizational prestige	Internal organizational prestige	4	ORPR	OPIN	Aboudi&Dagher,2021
	External organizational prestige	4		OPEX	
Effectiveness of strategic decisions	Decision suitability	6	ESDE	EDDS	Abuzaid et al.,2019
	Decision acceptance	3		EDDA	
	Decision quality	3		EDDQ	

Second: Testing the Normal Distribution of the Research

The information in Table (2) indicates that the data extracted from the research sample follows the normal distribution, where it appears that the significance level is higher than (0.05). This proves that the extracted data are naturally distributed. Therefore, he rejects the alternative assumption and accepts the null hypothesis.

Table (2) Results of the Normal Distribution Test

Indicator	Variable						
	OPIN	OPEX	ORPR	EDDS	EDDA	EDDQ	ESDE
Mean	3.56	3.47	3.51	3.53	3.72	3.54	3.60
Std. Deviation	0.93	0.99	0.92	0.68	0.69	0.68	0.43
Test Statistic	0.201	0.215	0.186	0.206	0.137	0.200	0.133
Sig.	0.200 ^c						

Third: Description and Analysis of Research Variables

The results of Table (3) showed that employees in commercial banks exhibit a remarkable interest in organisational prestige, as their average interest was (3.53) on the Likert scale, with a standard deviation of (0.35), indicating a variation in this interest. This interest is primarily due to the internal organisational prestige dimension, which contributed to enhancing the strength of this

variable, as it recorded the highest arithmetic mean of (3.54) with a standard deviation of (0.43). Conversely, external organisational prestige ranked last, which negatively affected the variable in general, as it achieved an arithmetic mean of (3.53) and a standard deviation of (0.40).

However, the findings revealed that the ESDE variable's general arithmetic mean was 3.18 with a standard deviation of 0.38. This suggests that adopting suitable decision-making standards is highly valued by employees. This is because the dimension of decision acceptance, which had the highest arithmetic mean (3.29) and standard deviation (0.51), helped to strengthen this variable. However, with an arithmetic mean of 3.07 and a standard deviation of 0.44, it ranked last in terms of decision quality, which had a negative impact on the variable overall.

On the other hand, it is noted from Table (3) that the research variables are characterised by relative stability, and this shows that the organisational prestige variable obtained a relative stability of (0.876) distributed over two dimensions and by (0.840) for the dimension of internal organisational prestige, and (0.778) for the dimension of external organisational prestige, while the variable ESDE got a coefficient of stability of its value (0.934) distributed over three dimensions, the forefront of which was after decision suitability by (0.889), (0.880) for the decision acceptance dimension, and (0.795) for the decision quality dimension, and these results indicate that all the variables under study have high reliability, which enhances the validity of the data and increases the chances of applying the results in practical contexts.

Table (3) Description and Analysis of Research Variables

NO.	Mean	S.D	Cronbach's Alpha		NO.	Mean	S.D	Cronbach's Alpha	
OPIN1	3.55	0.64	0.840	0.876	EDDS1	2.95	0.69	0.899	0.934
OPIN2	3.54	0.56			EDDS2	3.03	0.69		
OPIN3	3.64	0.57			EDDS3	2.88	0.68		
OPIN4	3.33	0.67			EDDS4	2.93	0.69		
Internal organizational prestige	3.54	0.43			EDDS5	3.00	0.74		
OPEX1	3.53	0.54	EDDS6		3.11	0.66	0.880		
OPEX2	3.47	0.61	Decision suitability		3.18	0.40			
OPEX3	3.46	0.60	EDDA1		3.09	0.70			
OPEX4	3.49	0.64	EDDA2		3.00	0.74			
External organizational prestige	3.53	0.40	EDDA3		3.11	0.66			
Organizational prestige	3.53	0.35			Decision acceptance	3.29	0.51	0.795	
				EDDQ1	3.09	0.70			
				EDDQ2	2.90	0.70			
				EDDQ3	3.18	0.63			
					Decision quality	3.07	0.44		
					Effectiveness of strategic decisions	3.18	0.38		

Fourth: Testing Research Hypotheses

H1: There is a significant correlation between organizational prestige and the ESDE.

Table (4) shows a significant correlation between organisational prestige and the ESDE, where the correlation strength was (0.739), indicating the importance of this aspect. It is also clear that there are sub-correlations between the dimensions of organisational prestige and the dimensions of the ESDE, where the dimension of internal organisational prestige recorded an estimated correlation strength of (0.735) with decision acceptance, while the correlation strength between the external organisational prestige dimension and decision quality reached (0.590). Based on this, it can be said that the first main hypothesis is correct.

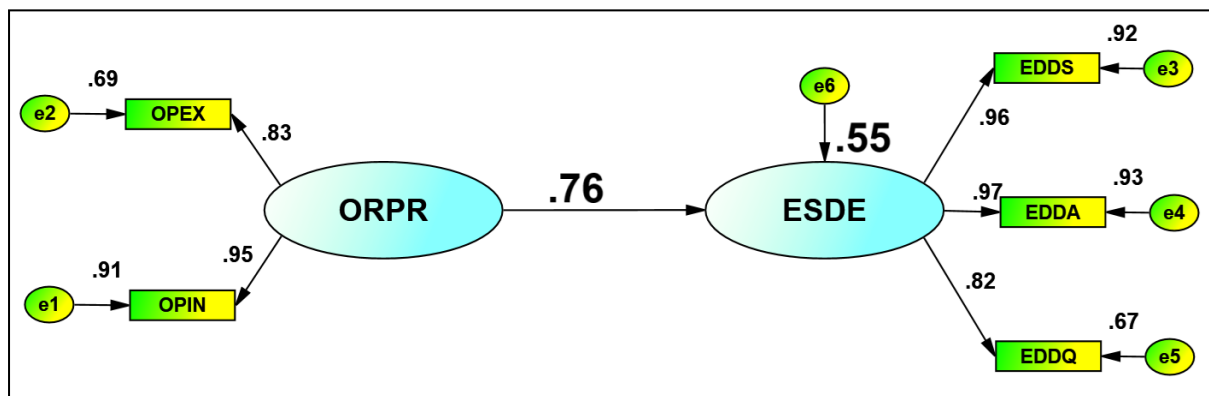
Table (4) Correlation Matrix

	OPIN	OPEX	ORPR	EDDS	EDDA	EDDQ	ESDE
OPIN	----						
OPEX	.795**	----					
ORPR	.946**	.948**	----				
EDDS	.731**	.674**	.743**	----			
EDDA	.735**	.602**	.707**	.927**	----		
EDDQ	.616**	.590**	.637**	.780**	.796**	----	
ESDE	.737**	.660**	.739**	.955**	.963**	.911**	----

****.** "Correlation is significant at the 0.01 level (2-tailed)"

H2: There is a significant effect of organizational prestige on the ESDE.

The results of Table (5) shown in Figure (2) indicate that the increased interest of employees in commercial banks in Diwaniyah Governorate in organisational prestige contributes to improving the ESDE by (0.757). This increase also encourages employees to be creative in serving customers who frequent the studied banks, and this contributes to improving the services of the banks provided and reducing the standard error rate to (0.069), which achieves a high comparative value. Therefore, the second main hypothesis can be accepted.


Figure (2) The measurement model for the impact of organizational prestige on the ESDE

The results of Table (5) showed that organisational prestige, with its different dimensions, contributed to the interpretation of (0.546) of variance in the ESDE, thus achieving a comparative value (F) equal to (120.185).

Table (5) Outputs of the measurement model for the impact of organizational prestige on the ESDE

Path			Estimate	S.E	C.V-value	R ²	F	Sig.
ORPR	--->	ESDE	0.757	0.069	10.971	0.546	120.185	0.001

It is noted from the results of Table (6) that there is a significant effect of the dimensions of organisational prestige on the dimensions of ESDE, as it is noted that the highest effect was the dimension of internal organisational prestige in decision suitability, as it is noted that the events of an improvement of (0.781) contribute to improving the ability of workers in commercial banks to make decisions commensurate with the needs and desires of customers and meet their desires appropriately with their perceptions and visions. This works to reduce the error rate to (0.072). On the other hand, it is noted that the least effect was for the external organisational prestige dimension in decision quality, and this contributed to achieving an improvement of (0.611) in decision quality, and reducing the error rate to (0.084). On this basis, it is noted that the highest interpretation of the organisational prestige dimensions in the ESDE reached (0.557), which is for the effect of organisational prestige dimensions in decision suitability. The remaining value is outside the search limits.

Table (6) Outputs of the measurement model for the impact of organizational prestige dimensions on the ESDE

Path			Estimate	S.E	C.V-value	R ²	F	Sig.
OPIN		EDDS	0.712	0.066	10.788	0.557	62.367	0.001
OPEX		EDDS	0.674	0.074	9.108			
OPIN	--->	EDDA	0.781	0.072	10.847	0.541	58.267	0.001
OPEX		EDDA	0.656	0.087	7.540			
OPIN	--->	EDDQ	0.621	0.079	7.861	0.407	33.944	0.001
OPEX		EDDQ	0.611	0.084	7.274			

Part Four: Conclusions and Recommendations

First: Conclusions

1. The existence of a correlation and influence between organisational prestige and the effectiveness of strategic decision-making indicates that organisational prestige enhances management confidence, which leads to an improvement in the effectiveness of strategic decision-making.
2. The results indicated that the surveyed banks concentrate on enhancing competitiveness by significantly improving their prestige, which in turn enhances their capacity to innovate and offer new services, thereby strengthening their competitive position in the target markets.
3. The surveyed banks are eager to bolster their reputation in the markets, reflecting the organisation's effective utilisation of its regulatory prestige to make strategic decisions, which enhances the banks' reputation in the market and increases the appeal to customers and investors in the organisation.
4. The surveyed banks are interested in fortifying their relationship with customers by making decisions based on strong organisational prestige, which aids in building long-term relationships with investors and employees, thereby increasing loyalty and customer retention.
5. The surveyed banks focus on fostering a culture of innovation in a manner that creates a work environment that encourages innovation and creativity among employees, which enhances progress, development, and growth within the organisation.

6. The results indicated that the banks surveyed lack the fundamental mechanisms to attract customers, which impacts their ability to raise the necessary capital for growth and expansion.

Second: Recommendations

1. The need for banks to rely on the development of transparent and accurate policies related to their banking strategic decisions, which enhances the possibility of gaining confidence between customers and investors, and this requires the use of advanced models for risk analysis to understand the mechanism of the impact of organisational prestige on banking and operational risks.
2. The need for the surveyed banks to focus on strengthening cooperation with regulatory actors to understand trends and changes in the environment and its internal and external policies.
3. The surveyed banks should focus on providing training programmes for employees periodically on the importance of organisational prestige in influencing banking strategic decisions, and this leads to raising the mechanisms of training and development, which contributes to improving the capabilities of internal and external banks.
4. It is necessary to conduct a periodic evaluation of the performance of banks on the application of mechanisms and techniques aimed at demonstrating organisational prestige and the extent of their impact on the strategies used in performance evaluation, which in turn requires the development of flexible strategies capable of adapting to various organisational changes.
5. The necessity for the surveyed banks to utilise and adopt modern technological systems to enhance the process of data collection and analysis, particularly concerning organisational prestige, necessitates the improvement of communication channels with stakeholders and investors to obtain a clear vision regarding the methods by which organisational prestige can be elevated and effective strategic decisions made.
6. The requirement to analyse the markets and regularly review and update strategies based on previous assessments of regulatory prestige; this, in turn, will assist banks in improving and enhancing their strategic performance and bolstering their position in the target markets.

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