



The effect of sensing ability In perceived value to customer: applied research in Iraqi private colleges

Asst.Lect. Ahmed Abbas Ali

Prof. Dr. Saadoun Hammoud Jatheer

University of Baghdad/College of Administration
and Economics

ahmed.ali2103p@coadec.uobaghdad.edu.iq

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University of Baghdad/College of Administration and
Economics

saadoun_m@coadec.uobaghdad.edu.iq

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ABSTRACT

Purpose: this paper, The main research idea is to identify the effect of sensing ability on the customer's perceived value in private colleges in Baghdad. The research problem was: Has the sensing ability been used in the customer's perceived value? efficiency in investing in customer attraction, To meet the needs of its customers and clients in the external environment with the required effectiveness, that is, it tries to achieve a balance between the elements of the internal and external environment, and this guarantees the organization's agility. Descriptive analysis It was distributed to a sample consisting of (242) individuals from the members of the private college councils and their teaching staff, which number (4) private college(al-mansour, al-rafidain, djlaa and albayan), using resolution and curriculum and curriculum analysis. from the research community represented by the Iraqi private colleges in Baghdad and recognized by the Ministry of Higher Education and Scientific Research for the year 2022/2023, and after processing Data using the statistical tools available within the statistical program (SPSS.V28) (percentage of agreement, arithmetic mean, standard deviation, coefficient of variation, Pearson correlation coefficient, simple linear regression, multiple linear regression, and path analysis), The Results confirmed the validity of the research hypotheses from which the research began, at both the general and individual levels. The researcher came to a number of conclusions, the most important of which is the presence of the research variables to statistically acceptable degrees within the researched organizations, as well as the strength of the mutual relationships and influence on them. We propose a future research agenda and highlight proactive customer engagement and organizational agility .The research results yielded (simple linear regression and regression Multilinearity and path analysis There is an acceptable degree of effect between the research variables.

Keywords: sensing ability , customer perceived , customer value.

Introduction

Organizations should strive to achieve agility in the 21st century on the grounds that organizations today face increasing pressure to discover better ways to compete productively in the dynamic global marketplace (Haider and Kayani 2021). In today's rapidly changing digital world, it is more important than ever to understand the drivers of organizational change and continuous renewal. Managing market changes and associated uncertainties in the digital age has become a priority for marketing scholars(Endres, Helm, and Dowling 2020). Since the first beginnings of its emergence and development, business administration has witnessed philosophical and applied discussions and proposals with a high degree of seriousness, to clarify how to deal with the agility of the organization's movement, and the controversy over the overlapping of ideas and terminology within the framework of the organization's work, whether internal or external, by providing flexibility to the organization that helps it build A competitive advantage, so proactive customer attraction represents one of the contemporary management concepts, the idea of which has appeared since the beginning of the third millennium, but its application on the ground has not appeared until recently, as a result of the environmental pressures facing organizations, as they are trying to achieve efficiency in investing in customer attraction, To meet the needs of its customers

and clients in the external environment with the required effectiveness, that is, it tries to achieve a balance between the elements of the internal and external environment, and this guarantees the organization's agility (Bernardes and Hanna 2009). On the other hand, sensing capability affects the decisions taken by management, the customer's perceived value, and the mechanisms used to enhance sensing capability in the customer's perceived value (Blocker et al. 2011). Taking into account the importance of customer flexibility in a dynamic environment, let us move on to researching dynamic capabilities and understanding the nature and importance of customer flexibility. The dynamic capabilities literature is also based on the evolutionary theory of the organization, and because managers make decisions under uncertainty with limited rationality and lack of available information, they "satisfy" Rather than improving the search for and selection of solutions to problems (Roberts and Grover 2012). A series of threats have emerged, such as rapidly changing technology, changing consumer tastes, arbitrary regulations, and geopolitical changes, which have broken the traditional balance and introduced a hitherto unknown element of insecurity and ambiguity into economic activity. In order to confront the continuing environmental instability, the organization has become differentiated. Or the product is an essential element to be able to face the current competition, and this differentiation can only be achieved through a flexible and adaptable strategy, as the flexibility strategy does not arise as a necessity to deal with a specific crisis, but it is a continuous monitoring system that adapts to any type of change in the environment and senses the change even Before it was seen as necessary and obvious (Mackey and Valikangas 2004), In the era of radical changes, organizations need a sustainable competitive advantage to deal with changes and achieve success. A competitive advantage can be created, maintained and used through strategic management, and they can formulate strategies whose implementation leads to achieving a sustainable competitive advantage. Marketing strategies are also an important type of strategy, according to the approach Integrating the resource-based view (RBV) and market-based view, organizations can develop marketing strategies based on their internal capabilities and external position (Aghazadeh 2015). Market competition in the era of the information society plays a much greater role in predicting the long-term development of the organization, based on strategic management, efficiency of business processes and organizational capital. An organization operating in a modern market economy, in order to improve results, should constantly analyze the internal and external environment and competitors' actions, investigate consumer needs and consumer trends and take into account the following factors in order to continuously improve marketing strategies, due to the factors changing dynamically, which prompted the organization to constantly audit the table Its daily and future work, to anticipate events and opportunities to benefit and protect itself from everything that prevents its success and what is necessary in order to survive, achieve its defined goals and maintain competitive advantage (Išorait\,e 2009).

The first topic: The methodology of research:

- 1- The research problem:** The problem of the research was the main question (Did the private colleges employ the ability to sense the perceived value of the customer?)
- 2- Research Objectives:** Measuring the effect between research variables and finding solutions to the problems of research and the difficulties it faces.
- 3- The importance of research:** trying to transfer the experiences of developed countries to the Iraqi environment, through the preparation of a scale according to a number of indicators and global standards in addition to proposing a set of mechanisms, which represent solutions to the problems facing the organizations studied, and as far as the variables are concerned.
- 4- Research hypothesis:** There is a statistically significant effect of sensing ability on the perceived value of the customer.

5- Temporal and spatial boundaries:

Table (1) Research sample prepared by the researcher

Source: Prepared by the researcher

sample	Percentage of the population	society	college
34	0.14	92	Al- mansour
44	0.18	113	Al- Rafidain
63	0.26	169	Al-bayan
101	0.42	273	djlaa
242	1.00	647	total

The limits of the research are represented in three main areas, which can be identified as follows:

- Human limits: The research sample is represented by members of the boards of a sample of Iraqi private colleges (deans and assistant deans, heads of scientific departments and their staff) in al-mansour, al-rafidain, djlaa and al-bayan.
- Spatial boundaries: The research was limited to a number of Iraqi private colleges.
- Time limits: represented in the duration of the study for research extending from 20/11/2023 to 6/2024).

6- Place of application: Ministry of Higher Education and Scientific Research / Al-Ahlia College in Baghdad.

7- Sample: Staff in four private colleges consisting of 242 samples in private colleges

Means of data collection:

8.1. Theoretical aspect :Collect data from process blogs, magazines and websites

8.2. Practical: Using the questionnaire as a main tool for data collection, using resolution consisting of 10 question for search variables.

8- Measuring honesty using the stability coefficient: The (Alpha Crew Nabkh) test was adopted to find out the stability of the resolution, its consistency and results, and the degree to which it is far from error and to obtain the same results when reused multiple times and for different periods of time and with the same degree of confidence, as Table (2) shows the results of the coefficient of honesty and stability for each of its axes (the ability to sense, the perceived value of the customer), and the results were as follows:

Table (2) statistical analysis

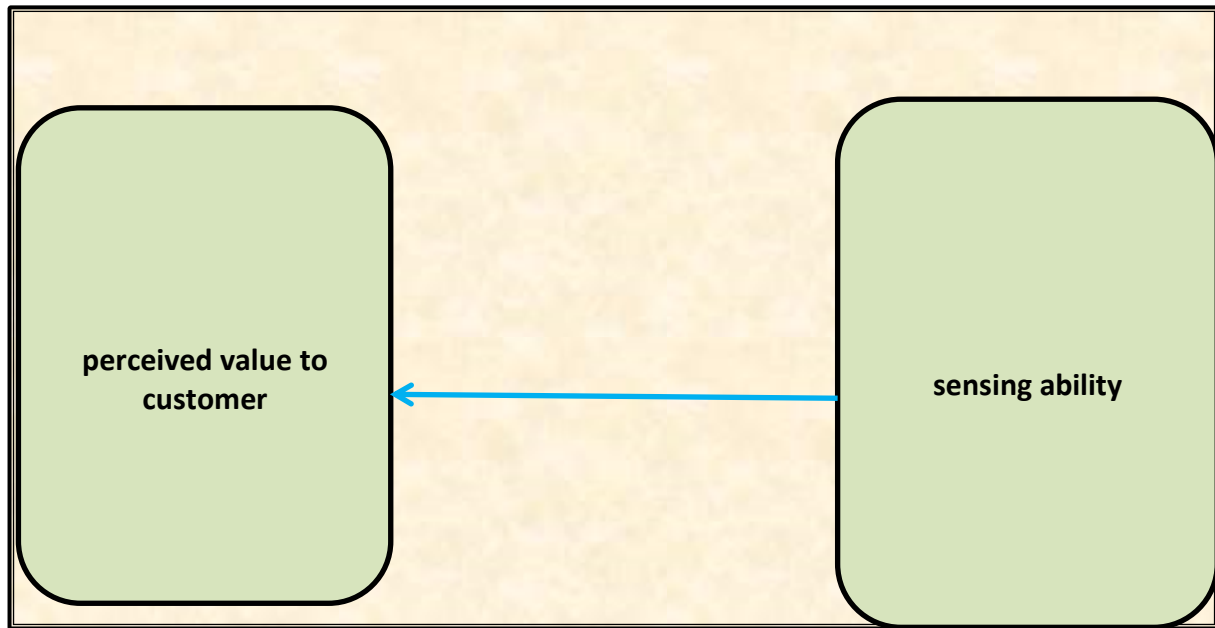
Honesty	Stability coefficient	Number of paragraphs	Coding	Dimensions
0.872	0.761	5	ORAG	sensing ability
0.905	0.820	5	PAC	perceived value to customer
0.491		Half-resolution correlation coefficient		
0.758		Spearman-Brown coefficient		
0.757		Guttman split-half coefficient		
Honesty	Alpha coefficient	Number of paragraphs		General stability of the resolution
0.914	0.836	10		

Source: Prepared by the researcher based on the outputs of the SPSS V.28 program.

9.1 The ability to sense customers: Measure the variable in general in the teachers of private colleges through as well as (10) items directed directly to measure their availability through the behaviors and activities performed by private college teachers and indicate the ability to sense application, to obtain a total stability coefficient (0.761).

9.2. (Perceived value of the customer): Measure the dependent variable, as well as (15) items directed directly to measure their availability through the behaviors performed by the teachers of private colleges and are mainly related and recognized through their answer to the questionnaire, while.

**9- Model Search form
format (1) Model Search form**



Source: Prepared by the researcher

10- Previous studies

Blocker et al.,2011	Researcher and Year	1
Proactive Customer Orientation and Its Role for Creating Customer Value in Global Markets	Title	
This study explores the idea of a proactive customer orientation and examines the degree to which this capability provides an opportunity for competitive advantage.	Objective of the Study	
India, Singapore, Sweden, the United Kingdom and the United States.	Place of application of the study	
Empirical investigation of this stream of market orientation literature has not been significantly developed. It evaluates the impact of the construct of proactive customer orientation on the value construct by adopting a new approach that examines proactive customer orientation → value → satisfaction → loyalty continuum.	Study methodology and data collection method	



Using data from 800 business customers in India, Singapore, Sweden, the United Kingdom, and the United States.	The sample size is four organizations in the United States, the United Kingdom, and France.	
Strong effects of the interaction between proactive and responsive customer orientation to build superior value Several moderating conditions frame the effect of this capability: intense levels of customer value change, the scope of the global relationship, and the structure of the transnational relationship Overall, the results significantly advance understanding of the proactive dimension of market orientation Providing marketers with insights into the voice of customer operations.	The most prominent results	
Approved tools for collecting data.	Similarities in measuring tools and data collection.	
Global research and applied field differences	Differences in the field of application.	

Alhawari,2012	Researcher and Year	2
Evaluating Customer Process to Contribute to Customer Acquisition: A Quantitative Study in Jordanian Banking Sector	Title	
The study aims to measure the customer evaluation process in customer acquisition.	Objective of the Study	
Jordan	Place of application of the study	
The research adopted a comprehensive approach that examines the combined effects of customer processes (customer relationships, customer attraction, customer knowledge capture, and customer data analysis) on customer acquisition.	Study methodology and data collection method	
Jordanian banks (four banks).	The sample size is four organizations in the United States, the United Kingdom, and France.	
The survey results show that the four identified factors have a significant impact on customer acquisition.	The most prominent results	
Approved tools for collecting data.	Similarities in measuring tools and data collection.	
The banking sector.	Differences in the field of application.	

Ponzoa & Erdmann, 2021	Researcher and Year	3
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E-Commerce Customer Attraction: Digital Marketing Techniques, Evolution and Dynamics across Firms	Title	
This study describes the results of digital marketing in terms of attracting customers to e-commerce websites from different angles (cross-country, type of organization and its development) and empirically investigates how competitors' marketing activities influence a focal firm.	Objective of the Study	
the United States, the United Kingdom, and France.	Place of application of the study	
Using a vector autoregression model applied to grocery e-commerce data.	Study methodology and data collection method	
The sample size is four organizations in the United States, the United Kingdom, and France.	The sample size is four organizations in the United States, the United Kingdom, and France.	
Differences were found between American and European organizations in the composition of digital marketing techniques and the presence of cross-organizational interaction effects.	The most prominent results	
Similarities in measuring tools and data collection.	Similarities in measuring tools and data collection.	
Differences in the field of application.	Differences in the field of application.	

Laaksonen,2021	Researcher and Year	4
"Hi, It's me again! Listen..." How perceived supplier proactive customer orientation influences long-term relationship with the customer	Title	
The purpose of this thesis is to explore how proactive customer routing by a supplier facilitates a value-based selling effort, and how this impacts the long-term business relationship with the customer.	Objective of the Study	
America and Finland	Place of application of the study	
The study was conducted as an explanatory survey research.	Study methodology and data collection method	
42 questionnaires	The sample size is four organizations in the United States, the United Kingdom, and France.	



<p>A supplier's proactive orientation has a positive impact on the customer's level of perception of value and the customer's willingness to adapt. Customers feel more satisfied and confident when they are ready to adapt their operations and daily routines. The level of customer trust and satisfaction increases significantly when the perception of value is high. When customers feel confident about the supplier, they are also more loyal. Increased loyalty with trust and satisfaction enables long-term business relationships to be built.</p>	<p>The most prominent results</p>	
<p>Used equipments.</p>	<p>Similarities in measuring tools and data collection.</p>	
<p>Application field.</p>	<p>Differences in the field of application.</p>	
<p>Benefiting from the tools used and measuring the main variable of the research.</p>		

The second topic: the theoretical side

Organizations have invested millions of dollars in building customer interfaces to interact and communicate with customers. The customer interface includes contacting customers(Huang, Pan, and Zuo 2012). Customers use their phones more than ever before and interact via social media (Burke 2002). It allows organizations to receive valuable information from customers so that a better understanding of customer needs is achieved. This knowledge helps organizations modify their interactions with customers in order to better satisfy customers. With the spread of the Internet, websites have become a very popular interface for customers, and the new form of the customer interface emphasizes the crucial role of interaction. In determining the quality of the website and social networking sites(Agarwal and Venkatesh 2002), the design of technical features (such as the navigation bar) and social communication tools (such as live chat) of the site provides greater responsiveness to customer needs. The organization responds to the voice of the customer as it represents the customer’s desires and orientation. Therefore, organizations work through an “interactive” mode with the customer to achieve agility, as the customer represents the main goal. The organization works to achieve customer loyalty and satisfaction by listening to the customer and achieving his desires better than competitors(Huang et al. 2012) ,Many studies record that by taking advantage of data-based analytical tools, organizations also take the initiative in dealing with target customers, and providing customized goods or services, as the real value lies in collecting and disseminating customer knowledge acquired through repeated interactions with customers(Huang et al. 2012), and based on customer knowledge, organizations can tailor their offerings to suit their customers' requirements. Organizations such as Siebel & Oracle & Broadvision and others have taken this approach to do everything from tracking customers' online behaviors to predicting their future actions to making email communications. Directness(Winer 2001). There have been significant improvements in discovering profitable customers, increasing the effectiveness of targeted marketing, and improving customer satisfaction. Given the vast amount of customer information tracked online, electronic organizations are increasingly inclined to use data-based analytical methods to study their customers(Padmanabhan, Zheng, and Kimbrough 2006) rather than reacting to customer inputs, to leverage customer knowledge and highlight taking the initiative to understand customers and customize organizations' offerings, thus becoming a "proactive" mode of agility(Huang et al. 2012). (Hyun et al. 2023)confirms that having an information system is the basis for creating good awareness of the organization by quickly collecting and displaying information. Information systems are one of the most important factors influencing agility (Yun et



al. 2023). (Elazhary et al. 2023) believes that there are a group of factors that affect sensing, namely: 1. Market disturbances. 2 The organization's ability in terms of technology and information. 3 The ability to innovate.

First: Sensing Ability

The ability to sense customers and the degree to which an organization is able to sense customer-based opportunities for innovation and competitive action. Sensing new opportunities is largely a process of scanning, creativity, learning and interpretive activity (Teece 2007). Sensing environmental change Remember that relevant forces of environmental change include the actions of competitors, changes in consumer preferences, economic shifts, regulatory and legal changes, and technological advances. Different organizational capabilities may be needed to sense each of these types of change (Overby, Bharadwaj, and Sambamurthy 2006). To identify and shape opportunities, they must constantly research and explore across technologies and markets, both local and distant, and organizations skilled at obtaining, distributing, interpreting and applying information can They sense events and trends in their markets before their competitors, they can also more accurately anticipate responses to actions designed to retain or attract customers (Roberts 2009), it is a dimension of agility as well as responsiveness (Atapattu and Sedera 2013), (Overby et al. 2006) When sensing customer base opportunities and threats, the data sensing process also feeds the generation of information within the organization, and focuses much of the information on the stated needs of customers, and also indicates the needs of the customer that the customer knows and therefore can express. The expressed need is "thirst" and the expressed solution may be "water". On the other hand, latent needs are defined as needs that the customer does not know about. Latent needs are no less "real" than expressed needs, but they are not in the customer's awareness (Roberts 2009), agility captures the sensing components of dynamic capabilities (Roberts and Grover 2012). (Overby et al. 2006) believes that sensing has dimensions that lie in (competitors' actions, changing consumer preference, economic transformations, regulatory/legal changes, and technological developments). It is recognizing situational variables such as cost, adaptability, quality, delivery, collaboration, quantity and providing timely responses (Tibon 2022). The ability to anticipate and meet needs that exceed customers' expectations and solve problems without telling them has been linked to higher customer satisfaction, bottom line, and organizational success (Zhang et al. 2024). Technology is one of the most important factors that affect achieving customer awareness, and therefore the organization must proactively develop technology and adjust it to meet external challenges (Cha and Park 2023).

the second: customer perceived value

Perceived value of the customer: A number of researchers have indicated that the customer value that is achieved through the marketing process, which is achieved proactively, attracts the customer. The higher the customer value, the greater the process of attracting the customer. The value has an ancient tradition in the field of marketing, and the broad idea is that the customer's value to the organization emerges from... During the organization's customer profitability (Labrecque and Milne 2012), customers' perceptions of the value of the product depend on their beliefs about the goods, their needs, their unique experiences, their desires, and their expectations. In other words, customers evaluate the overall value of the product based on perceptions of what is offered and what is received (Bowman and Ambrosini 2000), as generating value does not only require developing the activities of organizations, but also requires developing the relationship with the customer. Close relationships retain the potential to create greater value from relationships with an increasing commitment to increasing the exchange of knowledge and exchange of information, which provides the basis for innovative capabilities between organizations (Ellegaard and Ritter 2006). The emergence of new information technologies (such as the online forum) has led to the formation of a new type of relationship between the customer and



the organization that is characterized by the joint generation of knowledge. The relationship is usually reflected when building a customer community via the Internet, as broad communities of interests (such as customers) unite around specific goods and services. By creating a compelling online customer community, customers can interact and explore product and service information, and organizations can provide better online experiences that are highly satisfying and lead to more innovative ideas about products and services (Huang et al. 2012). However, these benefits can only be achieved when participants are motivated and supported to continually exchange information, and this means the need to incorporate a range of incentive mechanisms into the design of online customer communities. In short, a "customer shared knowledge perspective" (Sawhney and Prandelli 2000) emerges. Many e-business organizations, such as eBay, have created online customer communities to allow their customers to share tips, point out bugs, and push for changes. These customers have become their actual product development teams. This method of engaging with customers is called the "cooperative" mode for speed and agility (Huang et al. 2012). To achieve innovative performance, focus on organizational agility, and achieving all of this depends on the organization's human capacity and human resources to achieve agility (Tripathi and Dhir 2023). The organization's ability to sense market opportunities depends on its ability to generate knowledge and benefit from it, as knowledge represents the element of agility and responding to market opportunities depends on the coordination and flexibility of its products and operations. The organization's response capacity can also be enhanced through effective coordination with channel partners, and in light of the major developments in The era of digitization and significant development in global markets in general. Agility is one of the basics of survival for organizations and is a major driver of organizational excellence (Cho et al. 2023).

The third topic: the practical aspect Research Methodology

The research method is determined within the framework of its research diversities, and they are the goals that the celebrities are to achieve, and the nature of the shared data obtained, the descriptive-analytical layers were chosen, as the descriptive-analytical layers were chosen, as they were chosen to discover witnesses and describe the phenomena on society, and in an accurate description In order to obtain the necessary data for the types of relationships later, and to interpret it partially qualitatively or quantitatively in order to help formulate a set of solutions to the problem that aims to be researched to everything, and then open the way for other researchers in this field, and this has been fully recognized. To search at the present time, so that he can. With his main goals he suffers from. On this basis, the research community in the four colleges, which numbered (647), after being completely stripped, wanted to adopt the Thomson equation for the young eyes, so their eyes would help them (242), and they might distribute the researchers among them and enjoy the adventure through the standards of previous studies in which the experts and arbitrators participated, To recover them (242), the good ones were for statistical analysis (242). The goal was to measure the effect of the sensing ability in the Iraqi private college on the customer's perceived value, and after collecting the sample consisting of deans, assistants, and staff of the Iraqi private colleges, it was found that The number of observations was (242) from private college teachers, of whom the percentage of males was (52.5%) and (127), while the number of females was (115), with a percentage of (47.5%). From the researcher's point of view, the percentage is close, which indicates that the colleges do not consider Eligibility for males at the expense of females by appointment, but rather according to certificate, competence, and academic experience. It was found that the doctoral degree was in first place, with a rate of (52%) and a number of (126), while the second rank was for a master's degree, with a rate of (39%) and a number of (13), while the third rank was allocated to the equivalent higher diploma certificate, with a rate of (9%) and a number of (21). . In terms of the number of years of service, the category (more than 20) came in first place, with a percentage of (34%) and a number of (82), while the category of (less

than 23) came in second place, with a percentage of (26%) and a number of (64), and in third place was the category (less than 20) with a percentage of (16%) and a number of (56) views, while the fourth place for the category of years of service was (less than 10) with a percentage of (10%) and a number (24), and finally the category of experience less than five years came in last place with a percentage of (7%) and number of views (16). In terms of the ages of the sample, the category (less than 50) came in first place, with a rate of (37%) and number of (90) views, while the category (less than 40) came in second place, with a rate of (36%) and number of (88) views, and in third place. Category (more than 50), with a percentage of (18%) and a number of (43) views, as well as years of service (less than 30), with a percentage of (9%) and a number of (21) views. The researcher employed the (Kolmogorov-Smirnov) test due to the fact that the sample exceeded (50) observations, as it was (242) from private college teachers, as it turns out that the data on the variables (ability to sense, perceived value of the customer) are distributed normally, as a result of the results appearing as In the table and compare it with the required standard values, the significance of the test appeared to exceed the level of significance (0.05), and it is also clear that the values of the flatness and skewness coefficients for the data of the three variables are limited to (1.96 +/-), which was determined by(Haire-Joshu and Hill-Briggs 2019). This confirms the moderation of Data distribution

1- Results and Discussion

The interest of the colleges studied in the research sample became clear in the ability to sense customers through their attempt to continue proactively exploring the additional needs of their students before they become aware of them through special indicators that they adopt, which prompted them to develop new methods and approaches to look at their needs and desires. The private colleges studied mainly used the perceived value of resources to enhance the proactiveness of attracting customers through their high interest in the great value of their students compared to other colleges, as they relied on creating greater benefits for their students compared to their closest competitors, private colleges.

Table (3) Normal distribution test

customer perceived value							v
F	T	P	A R ²	R ²	β	α	
12.976	3.007	0.003	0.009	0.010	0.189	2.611	Sensing Ability

Source: Prepared by the researcher

Table (4) The effect of sensing ability on the perceived value of the customer (n=242).

One-Sample Kolmogorov-Smirnov Test				
		ORAG	MK	PAC
N		242	242	242
Normal Parameters ^{a,b}	Mean	4.02	4.07	4.08
	Std. Deviation	.364	.321	.379
Most Extreme Differences	Absolute	.088	.112	.077
	Positive	.060	.054	.043
	Negative	-.088	-.112	-.077
Test Statistic		.088	.112	.077
Asymp. Sig. (2-tailed) ^c		.065	.055	.200*

Source: Prepared by the researcher

Private college teachers expressed their interest in the ability to sense customers, so they obtained a high-level arithmetic average of (4.00), with relative interest (80%), and their answers indicated



agreement, with a standard deviation of (0.476), and a relative coefficient of variation (11.9%). At the level of paragraphs (16-20), I obtained an arithmetic mean (4.25-3.69), high to very high, with a standard deviation (0.996-0.625), and a relative coefficient of variation (26.2%-14.7%), and it was given relative attention (85%-73.8). %) High to good in the management of the four colleges' continuous attempt to discover the additional needs of their students before they are aware of them, resulting from their anticipation of their needs before they are aware of them, especially since their administrations feel what they wish for, just like other colleges, in addition to their extrapolation of the main trends, which gives them insight into... Their renewed needs in light of the supply market for private university services now and in the future, which prompted it to develop new methods that closely examine those needs. The perceived value of the supplier has a very high mean (4.21), as it received high relative attention (84.3%), with a standard deviation of (0.461), and a relative coefficient of variation (10.9%). As for the level of paragraphs (36-40), it obtained a mean (4.35-4.16) Very high level to high, with a standard deviation (0.833-0.528), and a relative coefficient of variation (19.9%-12.1%), so it received relative attention from it (87%-83.2%) from high to good in its interest in the great value of its orders compared to its competitors. Of colleges and providing them with a higher value compared to all other costs, which made it give broader benefits to students and works to achieve great benefit for them by reducing academic expenses, and this was evident in its finding advantages that it provides to them on an ongoing basis without their expectations. Today's business environment is characterized by rapid change, and the only constant is change. Customer requirements and perceived value are constantly changing. Therefore, it is important that the ability to sense is high before change occurs. It became clear that private colleges invested in the dimension of the ability to sense customers in improving the perceived value of the supplier, so the amount of effect was (0.189), with a probability value (0.010), and with a calculated (T) value (3.007), in addition to their employment of the ability to respond to customers in improving the perceived value of the supplier, and with a coefficient An effect of (0.210), a probability value (0.004), and a calculated T(0.009) value (2.994), as all calculated values were greater than the tabulated value (1.970) with a degree of freedom (241). Working to improve the ability of the colleges in the private colleges studied to adapt to the customer by listening to them, providing service with the time and quality possible, understanding their expectations, meeting their needs, modifying their procedures in order to facilitate their relationship with their students, and changing their processes in order to adapt to their needs and listen to their proposed solutions. The private colleges studied should enhance the perceived value of resources by paying greater attention to the value of their students compared to other colleges, and achieving a higher value for their students. The researched colleges try to take the opinions and suggestions of various students into account when formulating their strategic directions to ensure achieving consensus between them and all parties with interests in their operations in their internal and external environment to achieve the perceived value of a student.

Section Four: Conclusions and recommendations

1- Conclusions

- A - It indicates the strength of the association between the research variable and the presence of a thrush The ability to sense in the researched sample: The research sample is characterized by agility in the faculties studied, which enables it to carry out activities and tasks in a manner that is compatible with international standards and indicators, and in coordination with all parties in that relationship, to ensure that everyone's interests are served without any conflict or inconsistency occurring. Among them, to achieve the goals of the organization, and this conclusion can be clearly seen through the following points:



- The investigated colleges have a responsive behavior when dealing with customers (students), and this was represented by taking their opinions and suggestions into consideration when implementing their operations and entering into various projects.
- The ability to sense in the colleges studied depends on the behavior of sense when dealing with the problems they face at work, and through market knowledge and the mechanisms and market research they possess to deal with the customer.
- Leaders in the faculties studied adopt a set of clear standards and indicators when dealing with the achievements and evaluating the performance of their human resources, and providing them with feedback in order to strengthen their contribution to achieving the goals of their organizations in order to maintain their job positions. Here, the importance of behavioral objectivity emerges in the organization's ability to sense.

2- Recommendations

Scientific recommends requires completing the aspects of research related to applied conclusions, by presenting a set of recommendations that represent mechanisms or proposals that can be relied upon to enhance knowledge, or address field problems related to the variables investigated, the most prominent of which can be explained as follows:

- It is researcher recommends for the private colleges investigated to pay attention to improving their ability to move quickly and respond immediately and easily to unexpected changes in the tastes, needs and desires of their students and their families, by improving the ability to sense their customers and discover their additional needs and anticipate them before they are aware of them, taking into account the following mechanisms. :
 - a. Extrapolate key trends to gain insight into their current and future market needs.
 - B. Developing new methods and approaches through which they look at the customer's wants and needs in the current labor market.

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