

Quality of the performance of the research centers and their role in serving the community / a survey of the research centers at the University of Baghdad

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Abstract

This paper deals with the study of the quality of the performance of research centers indicators in the University of Baghdad, for being among active participation in decision-making in all aspects of political, economic and social life, institutions and thus provide a great service to communities in the formulation of plans and predict the future, and solve problems encountered in achieving economic and social development, as a result Van research centers play an important role in developed countries, while it is still below the level of ambition in Iraq, it needs to be larger to provide an appropriate environment for successful government care.

I have been chosen and consumer protection as a case study market research center, with the adoption of key indicators branched including sub-indicators to measure the quality of the performance of the center, among those indicators (key indicators) Regulatory Quality Center, the research quality, the quality of the teaching staff, the quality of partnership with civil society organizations , the quality of educational support services.

The research found a set of recommendations, including the need to provide some research disciplines in the field of marketing and public health department, as well as the disciplines of technical and management of the campaign my degree diploma and bachelor's degree in divisions and units Center, need the center to pay attention to the side of the infrastructure in terms of space and utilities and narrow Offices associate.

Keywords: quality, research centers, the quality of performance, regulatory quality, faculty, the quality of partnership with civil society institutions

Introduction

Human experience confirms the central role of science and technology in the development and prosperity of the nations, and was based on economic strength and competitiveness throughout the ages on science, technology and innovation has become so modern economy is knowledge economy. And research centers play an important role in achieving this progress, but that can not be done without achieving these centers the highest levels of quality, because you need those institutions to provide institutional and material support by check through the extreme and expected benefits under the successive and competing developments, as required drawing strategies and goals with criteria and standards in line with the overall quality perspective specific, clear and is set a clear vision of the areas and the goals that university administrations seeking to achieve, and the adoption of best practices applied in the global prestigious universities so that the development of holistic in all the details of the educational process and research process and community service in order to ensure the creation of an environment work stimulating innovation and research excellence.

The paper problem: higher education institutions suffer from some problems that formed a challenge to achieve the quality requirements, including the administrative and regulatory obstacles and research.

The goal of the paper: Search is designed to highlight the key indicators and sub to achieve comprehensive quality requirements in the research centers, as well as come up with some recommendations that will overcome the obstacles to achieving them.

The paper hypothesis: the elements of improving the performance of research centers that rely on some of the organizational, administrative and research indicators.

First: The concept of quality in the educational institution

The concept of quality basic column for the successful management Is designed to adapt to the dramatic changes in today's world, whether it is the economic aspect or political or social or educational and try to adapt to them, on this basis, it has become the international community looks at the quality educational reform as two sides of the same coin, it serves as a real challenge that nations will face in the coming decades

Quality linked in education processes of learning and education, as well as management in order to link education with the needs of the community, and the creation of educational change meaningfully, and construction and development of creativity when educated, occurs learning when the interaction between the

learner and the environment occurs, and is known as the learning happens when we note that the learner behavior may be amended, and our turn to give the opportunity for the occurrence of the reaction to learning takes place, and that means providing all the conditions and safe environment for learning, which requires the development of standards for operations, including the specific system to ensure the quality of education (5)

Means quality integration of the characteristics of the product, and scientific research, product has to be to meet the needs of a specific and well-known implicitly and requirements, so it must have the characteristics and features reflect its ability to achieve the objectives and requirements expected of the recipient of the service, and this casts a big responsibilities on institutions that provide this service to focus more on the skills required.

The concept of quality one relatively modern concepts in the field of higher education, so it is difficult for researchers to agree on a specific definition, word quality itself is standard, and achieved linked to achieving the benefit and happiness as the non-achievement is linked to bring the damage and pain, and then a relative term, what achieves benefit me may bring harm to others, If you are facing education systems in most countries of the world sharp educational crises, and living a period of great challenges resulting from the rapid changes associated with globalization, which was broken and technological advances of the information revolution and the result of the expansion in education and increase turnout, and the resulting student owner intensity of various deficiencies, low in graduate level and quality of education, Many local and international attempts have focused to improve the quality of education and to overcome its crises and solving its problems by holding seminars, conferences and composition of the High Commissions, to develop indicators and specific criteria for measuring quality performance of educational institutions, since there are many qualitative and quantitative indicators which requires success attention several criteria the most prominent of the organizational structure and infrastructure as well as the educational institution relationship of the various institutions of society (4).

Quality has been known as the administrative philosophy of the Foundation, which recognizes the achievement of which all the needs of the consumer, as well as the achievement of the objectives of the project. Also it is known as the philosophy and guidelines and principles of the show and guide the organization to achieve continuous development, which is the amount of methods in addition to the human resources that will improve the use of available resources as well as services so that all the processes within the organization seeks to achieve the satisfaction of existing and potential consumers. (6)

From the above it is clear that the concept of the quality is determined by a number of criteria and indicators, which if realized in the institution that is a positive and right towards achieving excellence trend. Out of the League an integrated system affects runoffs in some, and can not be achieved in the quality of an educational institution without there to be integration between the number of administrative and academic indicators, is the extent of a regulatory structure that contributes flexibility to respond to rapid changes, and gives a clear impression of the objectives and policies enables Almjnta academic (members of the faculty and staff) of the communication and continuous improvement without the presence of obstacles limit the development of quality. As is the interest in the quality of teaching programs, research and service, and taking into account the foundations of quality in the formulation of objectives, content, and methods of teaching and scientific sources and comprehensive evaluation of the process of educational, taking aspects of the facility in mind, and to provide instructional services, and research and development support for those programs (7)

On this basis, it is important to develop a framework of an integrated quality management of the most important criteria for which there is a future vision looks institution to achieve them, and the message you want to accomplish, and a set of values that govern their work, which translates in a process outputs can be replicated, and the use of the style of strategic planning to assess the current situation and to compare outputs targeted to identify the strengths and work on their development, and the weaknesses and work to avoid them, so it will be in the second axis address those indicators

Second, quantitative indicators of the quality of the performance of research centers
Can be classified as the quality of performance indicators to measure research centers to five varieties are straight (7) and (4)

First: the organizational quality of the research center indicators:

Intended indicators of regulatory quality in our research, the main dimensions in the general organization for research centers in terms of his message, orientations of the current and future plans, and organizational culture prevailing message of the center and its goals reflect future vision and development plans essential in light of the material and human potential, so it is necessary to formulate the message thoroughly mindful of the capacity and

capabilities available and that does not impose contradictory demands that you look to the Center's programs as an integrated whole and must take the opinion of the parties concerned in the formulation, and to be clear, published and appropriate for the purposes and goals of the university and the college

Second: research quality indicators:

In scientific research a cornerstone of the research center, and that of course requires the development of technologies, and the provision of highly qualified professionals in order to facilitate the process of transformation and adapted and developed and then moved towards the sectors of the economy diversified, and this requires a university institution giving scientific research the place it deserves, and ensure advancement in all disciplines to make it a tool for the advancement of knowledge, the quality of scientific research stems from a number of sub-indices perhaps the most prominent

: The extent to which research to issues of society and the needs of society.

The extent of the research programs Informatics able to anticipate developments in the work environment.

The extent of the information search systems, adaptive and flexible keep pace with the rapid changes.

The level of interest in ways the leadership teams of scientific research and the preparation of accurate budgets for research.

The level of interest in ways that management of scientific research projects.

The possibility of achieving the partnership with the community institutions

.Third: Quality Index faculty member:

The Teaching Research Center staff member of the core of the starting and scientific programs that rely academic institution followed by the ability and efficiency of quality, there are a number of sub-indices, which are judged on the quality of a faculty member, including The completion of the degree obtained even doctorate rate, in terms of the quality of the subject and his findings, and his control of the research methodology, the rate of productivity of the process, and the growth of vocational and extent of interaction and positivity with his colleagues within the department and the institution and colleagues specialization outside the enterprise, extending read it and briefed on the new field Specialization, and the extent of his participation in the design of programs and courses in the field Customization and its ability to put up with renewed ideas through discussion and scientific dialogues, and the extent of precise policies to determine the scale of the teaching and the burden of community service over a number of faculty members Muftgrin Development Authority and achieve the quality requirements in the scientific programs, and the extent of the presence of catalytic means membership in the academia, professional associations and attend meetings and conferences organized by the availability of the necessary resources for the participation of a large percentage of them in such activities, and the extent of the presence of faculty eligible and powerful verification mission and objectives and should be the college has an effective professional programs by Regular full and part-time, and a system to review the performance of faculty members include faculty responsibilities, functions and body teaching in all programs (1)

Extent of participation in decision-making, the extent to which the college influential leaders that encourage methods of strategic thinking, and the quality of the prevailing values that guide organizational behavior for members of the faculty and staff, and the extent of their ability to change and development, and the extent of their participation in the QCs working groups and their ability to develop their skills, and achieve sustainable development .

Fourth, quality indicators partnership with the institutions of society:

The relationship between academic institutions and community correlation can not be ignored, and perhaps it requires the participation of a close relationship between universities and the founding community, the programs and educational activities that are being by many educational and research operations in the framework of the University Corporation transformed after a period of time to the workforce nourish society institutions

So stand out a set of indicators that contribute to the strengthening of community participation, it has been confirmed to prepare a draft national standards for education in Egypt in 2003 that the construction standards for community participation stems from the thought believes in the knowledge society, a community of learners who are involved in the construction of curriculum teaching and learning and enriching within the institution and beyond. Societal and institutional participation gap judged by the number of indicators and working areas such as:

Partnership with family and community service, and to mobilize community resources, and volunteer work, relationships and communication with the community, and the extent of adoption of educational co-founder of strategies and measures to encourage communication between all practical where, and to ensure the continuity

and extent of academic leadership communication periodically different sectors in the community, and the quality of the strategies adopted by the institution Academy to encourage communication with the media in order to achieve transparency in its performance (7)

Fifth: the quality of educational support services indicators:

Adopt effective to provide the required resources and good management of scientific programs, requiring the university to provide the necessary to meet the needs and responsibilities of resources and include the extent of the appointment of a sufficient number of administrative and technical Associate machine personnel, and the provision of places needed for halls, workshops and offices of faculty members, staff and public utilities body, and support libraries with books and references , periodicals and electronic databases, providing information technology, educational and scientific resources of modern, and the availability of appropriate programs and health and social care for all employees. (2)

Third: Market Research and Consumer Protection identifiable look center

Baghdad University, includes a number of research and service centers involved in different fields of science and academic knowledge and extend their activities and events to include a multi-disciplinary, and each of those centers to see a particular goal of trying to achieve and the message he believes in, it's natural history fields to the fields of educational and psychological sciences The prospects for reviving the Arab scientific heritage to international Studies and skills in a central electronic calculators & D center and continuing Education and community service at the Center for market Research and consumer Protection. (3)

. Will be the focus in this paper on the Center for Market Research and Consumer Protection as one of the research centers at the University of Baghdad on community service, the following vision, mission and goals of the center

Vision Center: The center is the only entity in the University of Baghdad, which provides services and consulting on various issues of interest to the market, as well as conducting scientific studies and research to find appropriate solutions to maintain consumer protection within the framework of the cultural and moral values and to help achieve Sergeant consumer culture industry in the community Iraqi.

Message Center: lead Center for Market Research and Consumer Protection Awareness message extention serve social and economic goals of the country, through the scientific and research fields, which would contribute effectively to consumer protection, and thus the mission foundation linked to ensuring the rights and safety, economy and environment to improve consumer and consumer culture in the level of health Iraq and achieve a comprehensive quality in this area

Objectives of the Strategic Center:

1. conduct scientific research and laboratory knowledge to translate into reality the work to address the problems faced by the country in the areas of market and consumer protection, and make recommendations thereon to the relevant authorities
2. evaluation of the Iraqi consumer case by conducting public opinion polls and studies in this regard.
3. raising the level of interaction between the university and the community through communication with other relevant agencies through the exchange of experiences and various committees.
4. promotion of public awareness and the development of consumer culture, the process of Iraqi consumers and help them understand the ways of rationalizing the consumption through the establishment of conferences, seminars and specialized workshops.
5. Consumer protection from all types of fraud and counterfeiting and fraud in all goods and services.
6. encourage scientific research in the field of market research and consumer protection through the implementation of the annual research programs and the preparation of specialized studies.
7. training cadres working in different ministries through training courses organized by the center in various fields

Conclusions:

1. the lack of material support is encouraging to attract researchers to work in research centers, including the Center for Market Research and Consumer Protection, for lack of Gog work contexts believes in coordination with colleges to ensure community participation in the teaching and supervision in colleges chances process.
2. lack of adequate financial allocations for conferences and seminars, as well as the lack of adequate allocations for the completion of scientific research that require the provision of adequate financial resources to complete

Recommendations:

1. The importance of making a qualitative leap in the quality of scientific research of individual and collective planning and development through the development of the skills of researchers and give them more power to improve the quality of research, search and find information systems able to anticipate changes in the work environment.
2. Increase the financial allocations to the level that could be the center of the implementation of research programs, conferences, seminars and update laboratory system at the center.
3. the need to provide some research disciplines in the field of marketing and public health department, as well as some of the technical and administrative disciplines of a campaign diploma and bachelor's degrees in people and laboratory center

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