

The role of design management in promoting market competition - Analytical research

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Abstract

This searching aim to achieve of design management in in strength of market competition, in the headquarter, Al- ayadi resident complex and their units and inhabitant it ,and diagnosis of The level of chiefs and them, as well as out with commandment strength the training variable practices in company under consideration, Based on the researcher keenness on diagnosis the relationship of impact between the two variances by applied study, Why her importance in company quarter and it individuals in other side.

The researcher followed of descriptive survey method in accomplishment of units and investigations of this searching, It included, the search society, alayyad residential complex, that consist of (100) sample for searching, officials and residants.

He used in extracting the statistical modes results :(spss ,coding bentagon Lecart ,iterations and percentages ,iterations to show properties of sample, average, standard deviation–variance coefficient to show the range sample dispersion answers and simple correlation Sperman in measuring the sort and mark the relationship between two variances and it dimensions and the simple regression F-test to determine impact independent variance in one variance.

The results appeared presence role to design management in strength market competition direct or indirect, towards changes and building.

Keywords: design management, market competition, alayyad company for residants.

INTRODUCTION

The design was becoming of the activity subjects in management science , It assist for that the globalization excreted of opportunities and risks, plus the technology revolution that consisted assistance factor to publish and enlargement the design management. It lets a lot of information lead to wide publish and big understanding to concept agent demands through the design.

The public companies became more focus for building competitive frame to the design inclusion it internal environment in public company world, that active competitive weapon under technology publish and development of design concept.

The public companies usually work to achieve his goals and it keeps about it staying and it growth through introductions of the public services for society with higher quality , that pushes it with continuation toward developing and amending for it strategies according to fitness with modern updates. Companies management strives to apply the concept of design management (planning, organizing, coordinating ,communications, fed back) as strives for interesting of acknowledges and sciences that used it and developed it by the scientists and design circles with continuations whether out the companies in it ,this efforts lead to determine market competitive and for achieving the progressive and continuous development.

The design in the contest of public company is a mixture between the science and art , and it is the trade that expresses about multi activities are the solutions for problems by ways(creative, organized, coordinated).

Due to importance of design in public company world ,it management importance was appeared in applied operation to direct the design, it is entrance to add or initiation for advantage through it support to creative and innovation and to certain about quality and aesthetic of design, for finding ideas and best designs for projects and products.

The applications of design management did not confine as concept on constructions and building ,but with draw on different company that do in design but the construction and building one of the important sections in it.

Due to expand the sections of constructions and building in Iraq during previous periods like Alayadi company , the design subject became capital to companies , management this design bends about big importance to achieve highest possible level to empower it of competence others companies inside and outside of Iraq.

The message comes to stand on the relationship between design management and market competition in public companies in initiations and building companies for achieving market competition.

The theoretical side

Firstly: design management

Concept of design management

The design management leads to integrated main roles in facade of design and organization and market to the nature of multi faces to different opinions which is difficult to introduce comprehensive definitions , add design manager had wide groups of roles and responsibilities .

The most prominent of these definitions :

1- Using of managerial jobs (planning ,organizing , coordinating, directing, controlling), they work by them like activities relating with generations of products and services through transformation of inputs to outputs ,they should make with it to design and

activity of transformational operations ,then controlling on it, through group combination of skills and technology ,humanity facilities ,which used in production of goods and services, therefore companies strive to design of productive operations for goods and services ,for arriving to groups of decisions ,which contribute for giving detailing description about demand productive operations to make particular product or service ,for making products and services by high efficiency (Al-Rawi , 2013:67).

2- One of the management sorts which takes care with figure of product ,which is one of the design constituent and most reinforcement with design operations ,it appears in it conflicting on costumers and plus for accepting on sales because it conforms solid mental image ,and then influence in his decision and his mentality through material and sensitive dimensions was conformed him, a role of designer was in augment of product design and service design and integration achievement between them through analysis of products and studying of it properties(Onsy,2019: 39).

Dimensions of design management

The famous dimension of design management (Eissa , 2020:5)

1- Design strategies : groups of plans and policies and high level mechanism that supported by design self in all the stages of plans and organization stages to arrive the demand goal by design and distinguished feature (Eissa , 2020:5).

2- Design systems: organized plans to purpose or particular goal by creative innovative feature which characterized by coordinated and consistent with environment whether internal or external , it considers the map or supervised proof in design management ,and then built on its light the taking of fit decisions for arriving the demand goals(Ali,201:75).

3- Design operations: planning spots light on stages and faces of production operations and services and main activities and organizational relationship which is ruled it ,by features leads to track of productive and services operations that lead to achievement of goals and market positions in world business (Fried,2016:222).

Secondly: market competition

Concept of market competition

The competition was defined: competence among the companies which sell similar products or targeting the same republic for getting plus of sales and increasing of revenues and gain more market share (Richard,2020:3).

Other definition: essential element in markets and it happens where what finding multi companies introduce a similar products and services because it competes for arriving to customers and profits and market share before competition and some times of competitors (Chron ,2020:3).

The modes of competition differ ,but they basically depend on distinguish of supplication about better combination of price , quality and service .Usually the productive interesting to customer the getting on better quality at lower prices, therefore the competence leads to organizational role in balancing between demand and supply.

Dimensions of market competition

The dimensions of market competition follow with:

1- Creative and innovation:

A- Creative :action adopts ideas or modes or new training ways in an unprecedented way for aiming to event changes on the managerial operations or the products and the services inside the company ,it leads to develop improvement of different managerial operations ,by feature adds to better performance to service or product , and then achieving for goals with distinguished feature(Al –Jobouri,2019: 56).

B- Innovation: finding of an unprecedented thing of product or service or operation or financial self , this finding may be developing original thing ,but making innovated new features on it(Jamal,2018: 3).

2- Quality: ability on application groups of criteria which it affair achieves goals and limits of company and it achieves high level of distinguish and desired goals and distinguished level of outputs whether service and commodity and acknowledge experiences

which enhances revered company position and market share and it name and it brand(Hassan,2016: 5).

3- Design aesthetic :studying of the aesthetic situation in art work building or business buildings ,it luck with business building and operation mechanism to elements and foundations of aesthetical design inside the general conformation to work product or good ,which attractive mean to control on mentality and senses of customer and his decisions(Al-Saady,2018: 4).

The practical theory

Diagnosis variables and search dimensions:

1- Diagnosis of a variable (design management) x:

It is the independent variable in studying which consists three dimensions :(design strategy, design systems ,design operations),all dimension includes (5) variances ,it will complete diagnosis accurate to answers of sample.

A- Design strategy:

Variances	Average	Standard deviation	Variation coefficient
V1-The company contributes in real estate of building in region through the design.	4.426	0.589	0.133
V2- The company successful is measured by through presentation innovative investment projects .	3.871	0.821	0.212
V3-The company aims to provide	3.812	0.935	0.245

services to customers separate it from others.			
V4-The company strives to recruit individuals with technical and scientific qualification.	3.762	0.896	0.238
V5- Design management defines distinguish performance criteria for projects	3.713	0.931	0.251
Design strategy x1	3.917	0.7	0.179

B- Design systems:

Variances	Average	Standard deviation	Variance coefficient
V6- The design management keeps on analysis of demands and desires for customers.	3.98	0.787	0.198
V7- Design management put initial idea to operations of marketing and project design.	4.149	0.726	0.175
V8- Design management works to explain foundations of design.	3.594	0.908	0.253
V9- Design management	2.279	0.627	0.302

t works to define time programs from projects start to final delivery to it.			
V10- Design management encourages distribution of design task on team work.	3.97	0.768	0.193
Design systemsX2	3.554	0.505	0.142

C- Design operations:

Variances	Average	Standard deviation	Variance coefficient
V11- Design management provides information about project content and introduces it.	4.119	0.752	0.183
V12- Design management keeps on analysis demands and desires for customers.	3.842	0.771	0.201
V13-Design management makes with analysis of recent design goals to the project.	2.238	0.65	0.291
V14- Design management strives to solutions of the problems which relates	2.03	0.67	0.33

with design with take tests.			
V15- Design management strives to development and update of design with help by advanced software.	3.871	0.658	0.17
Design operations x3	3.22	0.35	0.109

2- Diagnosis of a variable(market competition) y :

It is a dependent variable in the study , it contains on(3) dimensions (creative and innovation ,quality ,design aesthetic),every dimension contents (5) variances .

A- Creative and innovation :

Variances	Average	Standard deviation	Variance coefficient
V16- The company is keen to put forward innovative and creative to its design.	4.455	0.686	0.154
V17- The company strive to recruit distinguished creative individual experienced and efficient to employ them in design business.	4.356	0.642	0.147
V18- The company	4.396	0.601	0.137

strives to use new different raw material to achieve innovative projects.			
V19- The company strives to use new technology ways to achieve innovative creative projects.	4.505	0.642	0.143
V20- The company offers the incentives to owners of creative ideas within the company.	4.099	0.742	0.181
Creative and innovation Y1	4.362	0.506	0.116

B- Quality

Variances	Average	Standard deviation	Variance coefficient
V21- The company strives to hold training courses on an ongoing basis.	3.733	0.835	0.224
V22- The company emphasizes the application of quality standards at all stages of the project.	4.04	0.706	0.175

V23- The company confirms to use the latest of technologies for keeping the quality and reduction cost.	4.198	0.749	0.178
V24- The company management strives to excel by comparison with others competitors while providing customer services with high quality distinguish it from competitors.	4.287	0.726	0.169
V25- The company is reducing error rate by test individual high efficient.	3.574	0.853	0.239
Quality y2	3.966	0.567	0.145

C- Design aesthetic:

Variances	Average	Standard deviation	Variance coefficient
V26- The company is keen to provide projects of high aesthetic.	4.119	0.697	0.169
V27- The company confirms to	3.941	0.87	0.221

satisfaction of agents by achieving for projects of high aesthetic.			
V28- The company offers primary models for agents with the latest technology to justify the project aesthetic before it executive.	3.782	0.879	0.232
V29- The aesthetic design of projects contributes to increasing customer demand for the company.	3.842	0.914	0.238
V30- The company relies on design aesthetic as an indicator of the success of its projects.	4.257	0.757	0.178
Design aesthetic Y3	3.988	0.622	0.156

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