Northern Technical University / Technical Administrative College / Mosul
Department of Business Administration Technology – Fourth Stage
Graduation Research Projects for the Academic Year 2023–2024

No.	Students' Names	Research Title	Supervisor's Name
1	Hussein Ramadan Mohammed; Ahmed Khairi Hussein	The Availability of Total Quality Management Requirements in Al-Salam General Hospital – An Exploratory Study of the Opinions of a Sample of Medical Staff	Asst. Prof. Dr. Nibal Younis Al-Murad
2	Fares Awad Abdul Ali; Khalaf Abbas	The Impact of Strategic Agility on Enhancing Organizational Immunity – An Exploratory Study in a Group of Industrial Companies in Erbil Governorate	Prof. Dr. Ahmed Fathi
3	Marwa Abdul Moneim Fathi; Haneen Mohammed Fawzi	The Triangle of Responsibilities within the Framework of Reconciling the Viewpoints of a Sample of Administrative Leaders at Al-Hadbaa University College	Asst. Prof. Dr. Mahmoud Khalaf
4	Farah Samir Jarallah	The Role of Entrepreneurial Orientation toward the Market in Achieving Sustainable Competitive Advantage – An Exploratory Study of a Sample of Private Schools in Mosul City	Asst. Prof. Dr. Shihab Ahmed Mahmoud
5	Sura Iyad Abdul Mohsen; Fatima Tahseen Abdul Qader	Dimensions of Strategic Awareness and Their Contribution to Meeting the Requirements of the Smart University	Asst. Prof. Duha Khalid Abdul Rahman
6	Zubaida Mohammed Abdul Razzaq	Leadership Strategy and Its Role in Achieving Competitive Advantage	Asst. Prof. Israa Waad Allah
7	Hanan Hishyar Hassan; Ghada Muwaffaq Jasim	The Role of Social Media in Consumers' Purchasing Decisions – An Exploratory Study of the Opinions of a Sample of Consumers at Al-Alamiya Mall / Mosul	Lecturer Dr. Hiba Mohammed Al-Taie
8	Tabarak Sarhan; Safa Nameq	The Role of Integrated Marketing Communications in Customer Relationship Management – A Field Study at Asiacell Telecommunications Company / Mosul	Asst. Prof. Dr. Raafat Asi Al-Obaidi
9	Ibrahim Muwaffaq Marai; Mohammed Nashwan Ibrahim	The Role of E-Marketing in Achieving Competitive Advantages	Lecturer Dr. Wijdan Hassan Hammoudi
10	Fatima Mohammed Ali; Shilan Abdul Sattar Mohammed	Strategic Leadership and Its Role in Enhancing Constructive Conflict – An Exploratory Study of a Sample of Administrative Leaders in the Formations of the Northern Technical University / Mosul	Lecturer Dr. Mohammed Haider