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Democratic Arab Center – Germany – Berlin

Berlin 10315 – Gensinger Str: 112

Tel: 0049-Code Germany

030- 54884375

030- 91499898

030- 86450098

mobiltelefon : 00491742783717

E-mail : afro-asian@democraticac.de

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The Involvement of the Private Military/ Security Companies in Conflict Zones; Case Study of Sierra Leone**Mohammed Salah DJEMAL****Ph.D researcher -University 8 Mai 1945-Guelma Algeria-****Abstract**

In recent years, there has been an increase in the number of private military and security companies operating in situations of armed conflict, as well as a change in the nature of their activities, which are now approaching an increasingly close proximity to military operations, often placing them in close proximity to persons covered by Protection of international humanitarian law. The African continent was one of the most important environments in which these companies intervened, including Sierra Leone.

Key words: Armed conflicts, Private Military/Security Companies, Mercenaries, Strategic benefits, Natural resources.

Introduction

The existence of a vital area containing wealth and energy resources has made some zones of world an open space for the major international powers and replaces new high-end ambitions, including private security companies, which have not rejected the idea of hiring them to deal with some of the armed conflicts in many zones.

The collapse of African political systems and the intensification of armed conflicts in Africa made it a privileged security market. This has been reflected in

the stability of many African countries, as private security companies have been dealing with the armed conflicts in which they intervened, in a pragmatic and profitable sense, without paying attention to the political, security, economic and humanitarian repercussions of the mechanisms and strategies that they have employed to Manage those conflicts.

01/ What are Private Military and Security Companies?

Private military companies (PMCs) are for-profit business organizations that specialize in providing military and security services once considered to be exclusively the role of government actors. These include combat operations, strategic planning, intelligence collection and analysis, operational and logistic support, training, procurement, and maintenance. Due to the potential for negative perception, many firms that specialize in protecting persons and property prefer to identify themselves as private security companies (PSCs). This distinction may not be truly meaningful, however, as these companies can still be involved in conflict situations and perform the same functions as PMCs. That is probably why scholars often group them as PMSCs.¹

Under international humanitarian law (IHL), individual employees of PMSCs are protected persons if they fall within the definition of civilians accompanying armed forces and are entitled to prisoner of war status if captured. However, if an individual is considered a civilian directly participating in hostilities or a mercenary, that individual will not be entitled to protections as a civilian or a combatant. The status of individual employees of PMSCs may differ based on the situation in which they are acting and therefore can only be determined on a case by case basis.²

02/ Are PMSCs or their Employees Mercenaries?

PMCs and their employees are generally not considered mercenaries. Additional Protocol I to the Geneva Conventions of 1949, defines a mercenary as a person who is who is recruited to fight in an armed conflict and takes a direct part in hostilities, but is not a national or resident, nor a member of the armed forces of a state party to the conflict. Mercenaries must be motivated by a desire for private gain through material compensation “substantially in excess” of that paid to members of armed forces of similar rank or function of the state party to the conflict that hired them. Mercenaries are not entitled to the right to be a combatant or a prisoner of war and may face prosecution under both domestic and international law for their actions. PMSC employees, however, are often nationals of the states who employ them. For example, many members of PMSCs hired by the United States are former US military members looking to extend their service. Additionally, what amounts to payment “substantially in excess” is undefined, and salaries provided to members of PMSCs may not reach that threshold.¹

03/ Implications of the Private Military / Security Companies in Conflicts Zones

The privatization of armed conflicts produces important consequences in a broad range of fields.

First, this privatization allows a closer linkage and greater proportionality between objectives and means and in this way limit the probability of an escalation. Private military organizations are more agile and adaptable and can respond with shorter time constraints to changes in the environment. Moreover, as they are likely to be perceived as less threatening than contingents of national armed forces, their use in low-intensity conflicts will become, in many cases, more appropriate than the latter ones. In this sense, the privatization of warfare will allow a better application of

Clausewitz' principle of proportionality: "to discover how much of our resources must be mobilized for war, we must first examine our own political aim and that of the enemy."¹

The complexity of the future conflict map and the multiple future threats make it necessary to maintain a range of capabilities to address challenges by potential and as yet unidentified peers at the highest end of the warfare spectrum, while staying prepared for conflicts with less technically capable opponents. The US and its allies must also maintain the mid-term capabilities needed to defeat regional hegemony decisively, including ones that may possess nuclear capabilities. In view of the expected budgetary constraints for defense expenditures in most Western countries, these requirements become more and more difficult to meet. Privatization offers a solution for this dilemma. It can create the conditions for a review of force structures of national armed forces to focus on the required capabilities for large-scale conflicts, while the capacities for non-mechanized, low-intensity, or localized conflicts can be reduced in a substantial way by outsourcing these kinds of missions to private military organizations.²

04/ Private Security Companies and Protracted Armed Conflict in Sierra Leone

The internal armed conflict in Sierra Leone has been the victim of a non-Dolati actor, and private security companies, designated by others as "mercenary companies", have played an important role in managing the context of this conflict and, in general, this particular type of organization consists of its activities in Africa from undertaking a pain analysis Risk, provide information and intelligence, provide surveillance and protection measures and even work on direct intervention to conduct military operations in the field.

Private security companies are present in many African countries and, as Professor Jakkie Cilliers explains, these companies are playing an increasing role, which is supposed to fall within the purview of the national state, according to Professor David Francis, Western governments, institutions and organizations of the state have become Choose not to intervene especially directly in African armed conflicts and conflicts, resulting in the creation of a large market for mercenary companies and private security companies in general, considering that they have acquired the various resources needed to intervene in conflicts and transnational conflicts.¹

The case of Sierra Leone fully illustrates this fact, considering that this conflict in this African state is very complex, especially since the indifference that has characterized the Western international community in particular has been transmitted without interference in order to find a solution to this conflict, so Prof. Celard Cillers points out that the parent companies often exist Special intent in areas rich in economic wealth, especially the precious metals sector, the latter, which ensures the African continent's economical progress.²

4-1 Precious Metal Bet “Diamond”:

According to journalist Rasna Warah, African countries most vulnerable to conflicts, civil wars and armed conflicts, in those countries that are rich in diamonds, and in the context of armed conflict within Sierra Leone, Diamond metal is at the heart of this conflict, according to representatives of international non-governmental organizations PAC (Partenariat Afrique Canada), the conflict in Sierra Leone began when the diamond metal was first discovered in 1930.³

Also in the context of the conflict in Sierra Leone, diamond metal is called Blood Diamond, and without this natural metal, the armed conflict in Sierra Leone may not have the same size or complexity, and because of this precious metal the

conflict in Sierra Leone has become a "war on resources" and as Former American in Sierra Leone (1995-1998) said the dispute:

"Sierra Leone is a vivid example of internal conflict, i.e., economic ambitions do not cease to seek control over expensive minerals, especially diamonds that have been the cause of conflict and prolongation." ¹

In the case of Sierra Leone, the government, the rebel armed groups, the neighbouring states, private security companies, international merchants of precious metals and others, all wanted to control this precious metal, from exploration and extraction of with Writley by selling it, so in the context of the dispute the Sierra Leone diamond market It was never inside Sierra Leone, as many of the marketing and commercial operations of this metal took place in Conakry, Conakry, the capital of Guinea, where brokers operating under the banner of RUF Revolutionary United Front "which is one of the most important armed rebel movements in Sierra Leone, transferred the Diamonds by ship, after the archways of the coast Guards and those responsible for the maritime boundary."²

The rebel United Revolutionary Front (RUF) has not used official channels for the sale of diamonds, so that the embargo on the diamond trade is almost ineffective, as traders smuggle diamonds from Sierra Leone to Guinea or Liberia, where there are no difficult restrictions or conditions that would curb the illegal trade of this metal, The embargo has therefore not affected the commercial activities of RUF, and the majority of people involved in the trade of this mineral in Sierra Leone have become major traders and agents of smuggling globally. ³

Professor Malacias asserts that wars and armed conflicts in Africa are no more linked to ideology, but in turn represent a way of controlling natural resources such as the Diamond campaign in the Sierra Leone conflict, and adding Malacias, that

the majority of conflicts in Africa, the looting of resources Natural and energy plays a much greater role than dissatisfaction with the direction of African governments. ¹

What distinguishes the conflict in Sierra Leone from a rebellion against the government, which has also lost control of the Revolutionary United Front (RUF) and some non-state alliances with the same rebel and armed movement, may refute some of what was confirmed by Professor Malacias.

4-2 Recruitment of Private Security Companies in the Sierra Leonean Armed Conflict

Initially, private security companies were hired to ensure and protect the security of civilians inside the country, but these companies tried to find strategies aimed at controlling the precious mineral resources of the State, and clearly private security companies also had a lucrative material interest in the conflict in Sierra Leone, according to Professor David Francis of Sierra Leone, private security companies claim to have only a preventive function of protecting civilians from various dangers and threats to them in the armed conflict, but they are actually looking at how to push the government that is adopting laws on the privatization of security Within the state, in order to create a market for it and its branches. ²

Professor David Francis also notes that private security companies in Sierra Leone do not care about the protection and security of military installations, but rather seek to protect and secure the mines, then re-dispatch the precious metals that have been extracted to the government, which then make concessions of private security companies and allow them to move within the state in the interests of their own market, therefore, in the context of the armed conflict within Sierra Leone, the Sierra Leonean government has made significant concessions to private security companies, which have become directly responsible for the exploitation of the fields The mines are precious metals, especially diamonds, and their control is almost

completely simplified.¹

This probably explains why these private security companies did not want to see an end to this conflict.

In the context of the conflict in Sierra Leone, three private security companies were counted, and the private security company GSG "Ghura security guards", the private security company EO Executive Outcomes and the private security company SI «Sandline International». ²

With regard to the company GSG, to remain for a long time, it was temporarily summoned in 1995 by the military regime of the leader Satrasser, who became concerned about the increasing and repeated attacks of the rebel group "Revolutionary United Front ", where it all began, when I advanced "Revolutionary Front United ", towards the capital Freetown in an effort to control the capital, to directly and rapidly take the call of the private security Company (GSG), this was the first time a private security company engaged and intervened in the armed conflict in Sierra Leone, but in the first and only battle that intervenes In the face of the rebel group, the company has suffered high losses at the level of its recruits as well as its leadership, and the company is withdrawing directly from Sierra Leone.³

But shortly after, in May 1995 another security company was called, and it was a company (EO), and what distinguishes this company, is that it is assigning human support (soldiers) and technical support to Governments that are in a state of conflict, since this company had links with another company called Branch Eney, which is a Canadian, British trading Company, has benefited from several diamond mines in eastern Sierra Leone. ⁴

In order for the private security company EO to start its activities and operations in Sierra Leone, the military leader, Satrasser, provided material guarantees worth £840, which were the revenue of the exploitation of diamonds, as the company managed to curb the rebel group "Revolutionary United Front", so that the company EO in its strategies in Sierra Leone, three main objectives have been developed: the liberation of the capital Freetown from rebel control, the withdrawal and expulsion of rebel forces from diamond mines in Kono Territory, and the creation and destruction of RUF headquarters.¹

What the private security company EO, as soon as Sierra Leone arrived, is that it offered support to the kamajors militias, what goes into the strategy developed by the private security company to manage this conflict, so that the kamajors militias are a local clan militia that has become an ally of various Successive governments during the armed conflict in Sierra Leone, where the pro-government militia, the EO company, has developed sophisticated weaponry and provided them with various technological techniques against RUF, in contrast, the private security company has benefited from the experience of the militias in their ability to Penetrating the hardest and deepest places in the jungle, all of which were exploited for the pragmatic conduct of their strategies in the context of this conflict, thanks to technological superiority and military support and the exploitation of the local kamajors militias, EO company was able to recover diamond mines from rebel control in the Territory Kono, in a short period of time, this has allowed one of the three objectives within the framework of its strategy in Sierra Leone to continue its activities and to implement its planned plans, also to succeed in completing the achievement of the remaining two objectives: the successful destruction of the RUF headquarters after its creation, and success Also in the liberation of the capital Freetown from the grip of the rebels and pushed them towards the jungle.²

Since the beginning of April 1996, thanks to the joint efforts of the private security company EO and local militias Kamajors, the Revolutionary United Front (RUF) has pushed the Cessez le Feu proposal with the then newly elected Kabah government, which has already entered the parties to the conflict on a negotiating path, and thus, the company EO's own security has fulfilled its pledge or also its operations and activities are a real success.¹

On the other hand, the private security company, EO, has complicated the conflict in Sierra Leone, as this company has not responded to the armed conflict in Sierra Leone, although it has achieved its three objectives, the reason being that the private security company EO has been controlling many diamond mines that were It will be dominated by the Revolutionary United Front (RUF), so this security company now has an interest in prolonging the armed conflict.²

In the same vein, when the Revolutionary United Front (RUF) and President Kabah agreed to enter a negotiating path, the company EO considered it a threat to its presence in Sierra Leone and saw that it was losing control over the recovered diamond mines, so the same company tried to persuade the president, Kabbah and his government, that The Revolutionary United Front (RUF) is not serious about the path of peace that it claims to be moving towards, and the company has also claimed that the negotiating track would be its only chance for the Revolutionary United Front (RUF) to ensure its access to the government.³

What is observed is that the RUF even did not want peace with the Sierra Leone government, but in return it had a desire to be within Sierra Leone, even if the company's role EO limited to providing security services as agreed with the government, the same company had a brother's goal In Sierra Leone, it is the acquisition and maintenance of its profit material interests especially after its borrowing on diamond mines.

In the task of the security company EO, its attacks against the Revolutionary United Front (RUF) have caused the death of many civilians, complicating the conflict in Sierra Leone, according to Professor Richards Richards that the operations carried out by the company EO must be condemned because they affected Negative for the peace process that existed between the government and the revolutionary rebel Front, which was in its infancy and caused fatal reprisals against civilians in Sierra Leone by the Revolutionary United Front (RUF).¹

It should be noted that the violent activities carried out by the company Eo, which included even bombings targeting civilians, this company has cost the Government of Sierra Leone material and human losses while the latter had difficulty in paying for the contract with the company Eo and gave it even important concessions in respect Exploitation of the diamond mines to pay for the contract, and that the rights of waiver were sold to the company branch Eney thanks to this contract, the company, Branch Eney Kent, was in turn seizing two important diamond mines for the company to continue its dominance of the minerals sector in Sierra Leone afterwards.²

Therefore, all these hybrid operations (commercial military) clearly illustrate the situation within Sierra Leone, which is essentially associated with diamond metal, and how this situation has become more complex and complicated when many non-State actors enter to achieve maximum material gains, which has led to a prolongation of the conflict.

As the activities of the company EO were exposed to international public opinion and the international community in particular, especially with regard to the targeting of innocent civilians, President of Sierra Leone was forced to terminate the contract with EO company under numerous international pressures, but the

President Kabbah He hesitated long and summoned another private security company.¹

This summons has close historical origins dating back to 1998, when President Kabah, as a figure exiled to Guinea, when he was in the latter, had contacts with the British private security company Sandline International, in order to be able to regain his post at the helm of Sierra Leone, in In return for the company to grant material rewards, namely the right to exploit mineral mines, so this company, which is close to the British government, was not different from its counterpart EO, the company Sandline International, has kept up what it was doing EO and pursued the same methods and mechanisms and completed Its mission, beginning with the provision of military training to the kamajors militias and equipping them with weapons, and the recruits of the Sandline International company had the task of observing the roads leading to the "ambush strategy" targeting the Revolutionary United Front rebels, and also the siege of villages And cities and repeated attacks against the LTTE rebels.²

Sandline International was able to re-kebbah the government in Sierra Leone thanks to the company's actions, which, in the context of the conflict, provided the militias loyal to the armed forces with weapons and ammunition despite the United Nations embargo against the sale or supply of Sierra Leone of weapons.³

On the other hand, the United Nations opened an investigation against the director of the private security company Sandline International Tim Spicer, who claimed that British and American representatives had assured him that a kebbah was exempt from the United Nations sanctions regime and that the lawyers of the organization only decided to stop Judicial follow-up against Sandline International The President Kabbah sent a letter to then-British Prime Minister Tony Blair

explaining that Sandline International had not played any role in his return to power in Sierra Leone.¹

What can be seen from the cases of the two security companies EO and Sandline International in their involvement in the armed conflict in Sierra Leone is that these two corporations are considered to be an important reason for prolonging the conflict in Sierra Leone by seeking to achieve the greatest gains and material interests, especially attempts to capture On the national Wealth of mineral Wealth (diamonds), and relying on the violent strategies espoused by the private security company EO may complicate and prolong the conflict and this is what both companies wanted, since the more complicated the conflict, the more its duration, the more private security companies – and even Other-more material gains, especially if security companies are professional in terms of recruits and in terms of technical and logistic aspects, they are thus largely avoiding losses at their level.²

The intervention of the EO company in Sierra Leone has also resulted in civilian casualties, in which case the private security company is not solely responsible for the fact that it remains a mercenary company working for those who pay the most, even the responsibility for the material and human losses is borne by the leaders and leaders who have called These companies are driven by authoritarian considerations, as well as by the fragility and weakness of their political, security and economic systems, especially in the case of Sierra Leone.³

Conclusion

- a- Private Security companies in the context of their management of armed conflict represent only a part of that administration, the mere achievement of security and military success is not enough to ensure the good and rational administration of armed conflict, and the interference of private security companies in armed conflicts, which also has the involvement of some

foreign forces has disrupted the handling of key political issues, and has pushed many parties to further violence and the escalating movement of insurgents, who have seen all these interventions as an alliance against them, increasing their hostility towards them.

- b- Private security companies are therefore obliged to leave room for political operations in conjunction with their security and military operations. Participation in political processes parallel to conflict management is important and vital, and while private security alsharkrat tend to have a military option, the area must be opened In the face of political progress, which would prevent the escalation of violence or even re-detonate the conflict, and political processes must take place at the international level and not just within the state involved in the armed conflict, by coordinating the various parties to the conflict, and seeking to identify those who could lead Assist in addressing the problems caused in the event of conflict as well as the search for those who can provide assistance and determine political, security, economic and security institutions... In the long run, and also to train political advisors that will pave the way for elections that satisfy different parties to the conflict as well as private security companies may be a peacekeeping force as an alternative to force in managing armed conflict rather than pursuing combat strategies that would It creates negative repercussions and deepens the armed conflict and its complexities.

- c- That allegations of ill-treatment and violations affecting private companies and linking them either to success or failure in the sense that if there are few or no allegations of violations, it means that private security companies have succeeded and vice versa and this complicates the surveillance of private security companies and increases the mucus Their participation in various armed conflicts across sensitive areas.

Footnotes

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The Paradox of Theoretical Rooting of the Process of State Building in Africa

Soumeya Ramdoum Université Alger 3

Translated by Dr. Bagui Hayat

Abstract

The process of state building in Africa knew wide attention by scientists and scholars where a great paradox happened from the nature of African states and the diverse of the analysis tools which depends to the vision of each theorist. The process of state building in Africa has its own distinctiveness from Western countries, in the nature of their structure despite their relative differences. The distinctive character of state building in African states has limited the process of democratic transformation, Because that the permanent imbalance between the governor and the governed has stymied the process of building the African state since its independence in the 1960s. Therefore, African States have to develop serious approaches starting from the control of state-nation relation in order to establish the state of right and law. The results of the study showed that the paradox of state building in Africa have many fields, according to the nature of elites, or economic variable or the diversity of ethnic. And the theorization knows great challenges remain primarily in the absence of African Theorists to make an analysis framework which take in consideration the specificity of the African state.

Keywords: Africa, State Building, Paradox, Theory.

Introduction

State-building is the process of establishing institutions based on a constitution and legal rules. These institutions are characterized by a sense of governance and interaction

between the ruler and the governed, as well as the provision of economic and social needs which are necessary for the protection of citizens from external threats through strategic programs and plans. However, the failure of the state to carry out its functions has shown flaws in the process of building them.

Africa is a rich continent at different levels: economic, wealth, cultural, and ethnic ones. What makes the continent more special is its political and social development. Before the colonial era, African tribes witnessed special systems of government. However, their suffering from long Western colonialism has extremely contributed at stumbling up the process of state-building since its independence.

Consequently, the state in Africa witnesses a deep crisis that affects its structure, functions, and political and economic performance as well. Moreover, its legitimacy is being questioned; especially in light of the coups and the non-peaceful transfer of power. Due to external effects and implications of the new world system, and the conditionality of the democratic transition of the African countries, African peoples reacted and called for the establishment of democratic systems that take into account the will of societies and re-examined the relationship between the State and society.

Due to political development, researchers attempted to create theoretical frameworks for the process of nation-building in Africa at all stages of the development of comparative studies in order to explore and analyze the diverse and complex political phenomenon. These frameworks varied since there were a lot of debates over the nature and composition of state-building in Africa. In the wake of the scientific revolution, the search for the mechanics of nation-building has become essential in Africa. Consequently, the following research question is raised: What is the theoretical debate about the process of nation-building in Africa? What is the theoretical debate about the process of nation-building in Africa?

The next hypotheses are put forward to answer this question

- State-building depends on political, social and economic structures.

- There is a link between ethnic diversity and state-building stumbling, as the influence of ethnic groups is reflected in the process of forming state institutions.
- There is a relation between economic weakness and the crisis of state building, because the inefficiency of the economic performance of the state leads to the weakness of its political structure.

The formulation of the theories of nation-building in Africa requires a return to intellectual rooting across the various stages of time. Those theories differ from one researcher to another. This is why, it was necessary to use the comparative approach in order to study all aspects of similarities and differences between researchers for examining the process of building the African nation across different periods.

The first axis: Phases of theoretical rooting for state-building in Africa

The definition of the word 'state' varies according to the diversity of the perspective of scholars and academics. The multiplicity of state functions and development from one stage to the next and from one context to another, has given complexity to the definition of this word. In this respect, Max Weber¹ defines the state as:

It is an organized political project that has a coercive power. It imposed its power on its geographical territory and its inhabitants as well. It seeks to contain all forms of action occurring within the scope of its sovereignty².

In Africa, it is difficult to define the word 'state'. Although the state is an organization within society, it is characterized in its quest for hegemony by many other organizations. When studying the state in Africa, it is necessary to focus on the relationship between state and society (civil society). In this line of thought, Azarya Victor and Michel Bratton define it through three approaches: Organizational, Formative, and Interactive. The

¹ مدوني علي، قصور متطلبات بناء الدولة في أفريقيا وانعكاساتها على الأمن والاستقرار فيها، أطروحة مقدمة لنيل شهادة الدكتوراه في العلوم السياسية والعلاقات الدولية، كلية الحقوق والعلوم السياسية، جامعة محمد خيضر بسكرة، 2013-2014، ص. 24.

² original is Personal translation. The:

"مشروع سياسي منظم ولها سلطة الإكراه تمارسها على رقعتها الجغرافية وعلى السكان القاطنين فيها، كما تعمل على احتواء كل أشكال الفعل التي تحدث في نطاق سيادتها."

focus is always put on these approaches when there is an imbalance in the nature of interactions between state institutions and communities; especially in African countries which have a colonial heritage.

Some researchers see that there is no state in Africa such as: "Jibreen Ibrahim" in his article: "the development of the Nigerian state", Piotr Dutkiewicz, and Gavin Williams. They emphasize that the weakness of the socio-political elements through corruption and tyranny cause of the absence of a state in Africa. While "Richard Sandbrook" and "Rosberg Carl" explain that the state in Africa is legally present and absent in reality¹. The theoretical orientations of the state-building process in Africa are divided into three phases:

- **The first stage:** The process of nation-building in Africa began since the independence of African countries in the 1960s. Most of the countries were characterized by the political leader, the one-party, and the coups. Liberal movements planned not to succumb to European colonialism; however, the reality showed the extension of postcolonial state to European colonialism. Moreover, the military intervention in the government succeeded because of the nature of the ethnic divisions. Additionally, one party was not able to achieve national unity. The number of coups until the end of the sixties reached 30 coup, but this phenomenon is still on going. For example, the Comoros has known 20 coups and the Central African Republic 11 coups and between 5 and 6 coups in Benin, Nigeria, Burkina Faso, Ghana and Uganda². In addition to that, the impact of inherited colonial borders on the establishment of borders that do not take into account ethnic and religious affiliations in African societies.

The crisis of nation-building in Africa knew a large debate in the search for frameworks for building and representing a multi-ethnic state as a single nation. What prompts to the adoption of a one-party policy: Nkrumah, Secuturi...etc³. At

¹ بوالروايح إسماعيل، علالي حكيم، بناء الدولة في أفريقيا، المجلة الجزائرية للأمن والتنمية، ع. 8، جانفي 2016، ص ص. 242-230.
² أميرة عبد الحليم، "الحكم في أفريقيا: من الانقلابات العسكرية إلى التدوال السلمي"، مجلة الديمقراطية، تاريخ الإطلاع: 2018/03/19 في: <http://democracy.ahram.org.eg/UI/Front/InnerPrint.aspx?NewsID=319>

³ حمدي عبد الرحمن، أفريقيا وتحديات عصر الهيمنة أي مستقبيل؟، مكتبة مدبولي، القاهرة، ط. 1، 2007، ص. 38.

this stage, many waves appeared. The first wave was ‘the theory of development policy’ in the sixties whereas the second one was “the theory of dependence” in the seventies in the field of comparative politics¹. After independence, African countries started seeking to adopt the most appropriate economic model, and some believe that most African countries have established liberal regimes for Africa's development².

After independence, African nation sought to form the state and the nation; but there was not a great debate from the 1960s to the 1970s on the nation-state of Africa. The book “Nation-Building in Africa” was published by Rivkin in 1969. Chabal, in 1983, criticized the theory of the nation state when the African nation state fell in the crisis of the 1980s. Both Tidy and Mazrui saw in 1984 that the challenge faced by the

African nation was to search for the components of the nation. In 1989, Mawhood believed that nation-building is different from state formation. In Davidson's theory of State of the Nation in 1992, in his book: “The Black Man's Burden” which refers to the fact that the roots of the nation-state were inherited from the colonial system that is characterized by authority. Consequently, the African state did not succeed since it took European models instead of drawing on Africa's own history and experience. In 2002, Dixon notes that the English school failed to conceive the future of post-colonial states of Africa³.

- **The second stage:** State study in Africa began in the early 1980s in Europe and the United States by Jackson Robert and Carl Rosberg in their article: ‘*why the weak African countries continue*’ in 1982.

From the beginning of the 1980s to the mid-1990s, Young Crawford published his book on ideology and development in Africa, which discussed three approaches: African Marxism, Popular Socialism, and African Capitalism.

¹ Kawabata, op.cit., pp.1-68.

² حمدي، مرجع سابق، ص ص. 39-38.

³ Kawabata, op.cit., pp. 1-68.

Furthermore, Frank Stark published another book in 1986 about: *'theories of the formation of the modern state in Africa: re-evaluation'*

This book developed two theories for the African state until the mid-eighties: Marxist theory and leadership theory¹. Since the end of the 1980s, there has been a convergence in the study of African political systems in order to understand and analyze the new transformations, but they were considered inappropriate and did not achieve the desired results². The main ones are: the new patriarchal theory, the renty state, the failed state, the collapsed state, which based on the idea of the establishment of post-colonial African state on the basis of colonial ones³.

- **The third stage:** In the 1990s, African countries were forced to change in line with the democratization process. In 1990, Dornbos Martin in his work 'African State in Academic Discussion: Past and Prospects' classified the African state theory into three points: state and Politics, State and Society, State and Development. He then studied the factors of the international community and civil society which affect the African state. Patrick Chabal in his article "Power in Africa" analyzed the situation using three approaches: the concept of development, the idea of Marxism, the most over-developed concept. He saw that the developed state emerged as a reaction to the inadequacy of the limited Marxist concept⁴.

A new development in the theory of African countries emerged at the end of the 1990s. Leonardo Villalon presents an explanation for the weakness of the state in Africa in five aspects: personality, client, central state, abstracted state. He proposed that the relation state-societ⁵y in Africa should be re-considered. In an article by Tshiyembél Mwayila in 1998, he confirmed that the theory of the

¹ Loc.cit.

² حمدي، مرجع سابق، ص. 45.

³ Kawabata, op.cit., pp.1-68.

⁴ Loc.cit.

⁵ Loc.cit.

patriarchal state had failed and proposed to revive the theory of postcolonial states based on principles of multi-ethnic state¹.

Naomi Chazan and others in the book “State Institutions and Policy Organization” in 1999 gave a scientific proposal for the concept of the state in Africa, its origins, and differences in its components. In 2000, Peter Schraeder, put forward a division for African Studies into two Perspectives; Liberal Tradition and Monetary Tradition in his book “African Politics and Society”. Later on in 2001, Pal Ahluwalia treated the African crisis and African studies and gave a vision to post-colonial African state. In 2002, Dung Sha’s book “*the African State in Social Science Discourse in the Twenty-First Century*” presented an analysis of post-colonial state and presented an analysis of the beginning of criminal state as well: the newly diagnosed state and the Korporate state that emerged from the Cold War. He also dealt in an article written by by Eriksen Thomas Hylland in 2004 with the theory of the African state in four areas: civil society theory, cultural theory, political economy theory, and new patriarchal theory².

Privatization is considered as the core of the reforms imposed on the African continent and the international community. It concerns public institutions and services, and private sectors. It represents the building of economic policy. However, there is no distinction between the public and private sectors in Africa, the state and the market such as strategic resources’ company associated with South Africa and Britain³. Some researchers, on the one hand, argue that the instability of the political systems in Africa in the era of globalization is due to the great powers that put pressure on African institutions⁴.

On the other hand, Herbest believes that the failure of the state in Africa is linked to the failure of development. He also sees that the structural situation that leads to state-building in Europe was lost in Africa. He considers that the absence of post-colonial

¹ Mwayila Tshiyembe, La Science Politique Africaniste et le Statut Théorique de l’Etat Africain : un Bilan Négatif, Politique Africaine, no. 71, 1998, pp. 109-132.

² Kawabata, op.cit., pp.1-68.

³ Béatrice Hibou, Retrait ou Redéploiement de l’Etat ? Critique Internationale, Presses de Science po, no. 1, 1998, pp. 151-168.

⁴ حمدي، مرجع سابق، ص ص. 55-56.

political map in post-colonial era and the prevailing bureaucracy were among the factors that affect the process of state building in Africa¹.

There are no plans that intervene helpfully for making successful state-building in Africa. Most authors stress on the need to adapt reforms suitable to the local context. Joel Migdal, for example, emphasizes in 2001 on the deep ties between the state and society and explains how they affect each other. In this context, state-building cannot be thought of as a technical process separate from its socio-political context².

The cognitive literature that studies the process of nation-building in Africa was based on the western cognitive model of the concept of Grand Theory. It uses comparative analysis and relies on Western liberalism in criticizing the one-party system of post-independence, patriarchal systems, the theory of development as well as modernization and the emergence of dependency³. Although there were different tools of analysis used by theorists; either focusing on the nature of ruling elites, economic variable, or ethnic diversity; however, they share the same idea of controlling negative vision on Western studies when analyzing the situation in Africa.

The second axis: Challenges of nation-building theories in Africa

The process of endoscopy for nation-building in Africa witnesses several challenges. These challenges are posed by the international system changes at its various stages. Some of are addressed as follows:

- The absence of a clear vision on building the African state principles in the pre-colonial period; i.e. the existence of authority, but how can it be organized, managed , and linked to the period of colonization; especially because Africa knew ancient civilizations before the advent of colonialism.

¹ James A. Robinson, States and Power in Africa by Jeffrey I. Herbst: A Review Essay, *Journal of Economic Literature*, vol. xl, 2002, pp. 510-519.

² Report of International Development Department, Zoe Scott, *Literature Review on State-Building, Governance and Social Development Resource Centre*, May 2007, pp. 1-42.

³ حمدي، مرجع سابق، ص. 40.

- Seminars and conferences on democracy affirmed the failure of state understanding in Africa since it does not respect the specificity of African politics.
- The rural pattern of production in African countries depends on an economy of subsistence rather than a cumulative one. The basic factor of this economy is land that has a public benefit and it is not allowed to be used by the president of the land since feudalism did not exist in African political systems as in Europe¹. The programs proposed by the World Bank and IMF have also failed to resolve Africa's development crisis through liberalization policies. Thus, an alternative strategy called the 'African Development Alternative'² has been developed. Despite Africa's economic growth rate increases, it still suffers from poverty and various economic problems.
- The state-building in South-Saharan Africa has faced many problems. There is a relative success in Botswana, and other countries that remain weak but simultaneously stable like Tanzania, and Ghana. There are other less stable countries such as Codifwar, and fragile states like the Democratic Republic of Congo. Unfortunately, all the efforts have been failed since the feeling of the nation remains isolated from the sense of state. In 1990, Robert Jackson described most post-colonial states in South Saharan Africa as semi-states that had legal but inexperienced power. Despite the international community's support to these countries, they could not face military threats. As a result, South-Saharan African countries witness many conflicts not only regional or inter-state conflicts but also internally suchas civil wars. This is why, it was necessary to think about how to prevent division rather than creating central structures and institutions³.
- The legal role of the state in Africa aims to fortify the state apparatus instead of achieving public interests. This fact has led to imbalance of the relationship

¹ Tshiyembe, op.cit., pp. 109-132.

² حمدي، مرجع سابق، ص ص. 54-56.

³ Report for DFID's Effective and Fragile States Teams, Verena Fritz and Alina Rocha Menocal, Understanding State-Building from a Political Economy Perspective, Overseas Development Institute, September 2007, p. 53.

between the state and civil society and limited the effectiveness of the prevailing bureaucratic nature¹.

- Africa needs a good governance, democracy, and fair elections. It should also get rid of corruption as well as political violence. The state should thus become the collective property of all citizens; promoting popular democracy².
- Diversity in the nature of African politics implicates the process of generalization and raises the problem of whether there are African political systems or political systems in Africa. Thus, the new patriarchal image reflects an arbitrary image. This latter may be incompatible with the various African political systems³. Consequently, it is better to avoid generalization when studying the nature of the State in Africa; especially in South-Saharan Africa, such as Botswana, Nigeria or Uganda differences⁴.
- The problem of Western understanding of African reality appears in the approach of African privacy. Some authors see there is no particularity for Africa whereas others see that is better to reconsider Western analytical frameworks on African privacy over the globalization⁵. It is necessary, then, to study Africa implementing available possibilities. Traditional theories are external ones while the African state must be analyzed from internal dimensions⁶.
- In 1962, René Dumont wrote an article entitled “bad start for Black Africa” where he criticized development in Africa. Other researchers stated that underdevelopment is the result of African development rejection. Yet, Africa in 1960 is different from Africa in 2018. A middle class and transformations at the level of African institutions have begun to emerge. African countries have affirmed

¹ بوالروايح، مرجع سابق، ص ص. 242-230.

² Obah-Akpowoghaha Nelson Goldpin, Theoretical Approaches to the Understanding of Africa's Politics and the Challenges of Development, Global Journal of Politics Science and Administration, vol. 1, no. 2, 2013, pp. 1-10.

³ حمدي، مرجع سابق، ص ص. 45-38.

⁴ Report of International Development Department, op.cit., pp. 1-42.

⁵ حمدي، مرجع سابق، ص ص. 43-42.

⁶ Kawabata, op.cit., pp. 1-68.

the existence of three challenges: *a theoretical challenge* that implies the absence of researchers in the continent as founders of African development theory, *an experimental challenge* appears in the difficulties of applying development data in the economic, political, and cultural fields, and *a systematic challenge* refers to mechanisms and ways through which the development process in Africa can be evaluated and criticized¹. Some argue that the issue of nation-building in Africa is directly linked to the process of colonialism and decolonization².

Conclusion

The theoretical debate about nation-building process in Africa lies in the divergent theorists' view points towards the variables that led to the failure of this nation-building. There has been controversy over those who depend on analyzing the nature of the ruling elites, who rely on the economic failure variable, or who see that ethnic divisions are the main cause of its failure. Thus, it is necessary to establish a multinational state and to re-examine the theoretical principles of the state-building process in Africa; focusing on the relationship between the ruler and the ruled as the model of the state / nation in the Western sense is not commensurate with the specificity of the African state.

Results

- It is difficult to give a definition to the word 'state' in Africa due to its functions' complexity for hegemony. Some researchers generalize the idea that there is no state in Africa.
- The theoretical trends of Africa state-building process are divided into three phases. The first phase starts from the independence of African countries in the sixties and the spread of nation state theory. In the second phase, theorists focused on studying the state situation since the eighties when African socialism theory and new

¹ Christian Agbobli, "Il Faut se Développer ! : Critique de Cinquante ans de Communication pour le Développement en Afrique," archipel, pp. 199-211, available from : <https://archipel.uqam.ca/5533/> retrieved 15/03/2018

² Tshiyembe, op.cit., p. 109-132.

patriarchy theory have spread. The third phase is characterized with the emergence of democratic transformation wave and political and economic conditionality, in addition to the suggestion of a multi-national state theory.

- Theories of nation-building in Africa have relied on the western cognitive model within comparative politics. This latter has been characterized by the negative character towards political and social structures of Africa.
- There is a disparity in the process of nation-building in the African continent. It ranges between relative success in Botswana, stability in Ghana, instability in the Codifwar, and failure in the Democratic Republic of the Congo.
- Generalization should be avoided when studying the process of nation-building in Africa in order to get rid of theoretical shortcomings. Hence, the emphasis on the case study prevents researchers from committing many abuses.
- The theoretical challenge of nation-building process in Africa lies essentially in the absence of African theorists who have established African politics. In this regard, it is obligatory to do all the best when implementing the theory of the state in Africa; focusing on the state-society approach and taking into account the variables of social, economic and political structures as the particularity of the African state makes it possible to set limits the theoretical debate based on the process of nation-building in Africa.

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**COMESA-SADC-EAC Tripartite Free Trade Area:
Challenges and Prospects**

Dr. Samar H. Albagoury

Institute of African Research and Studies-Cairo University

Dr. Mahmoud Anber

Faculty of Commerce – Aswan University

Abstract

In Sharm ElShiekh, Egypt, 2015 the member states of three major African regional economic blocks: COMESA, SADC and EAC, agreed on establishing a common free trade area called COMESA-EAC-SADC TFTA. Establishing this FTA is considered as a major step towards Africa's Continental trade integration which is one of the main objectives of Africa 2063 Agenda. This paper aims to identify the potential impacts of the integration among those three RECs on various aspects of economic growth including welfare, trade, price effects, and government's revenues and to identify the main obstacles and challenges that may hinder achieving these potentials.

Key Words: Tripartite Free Trade Area, TAFTA, COMESA, SADC, EAC, Economic Integration.

Introduction

Over the last few decades the world trade has more than tripled. Developing countries share of this trade is about 45%. Despite this growth the share of African trade is still low at 3.4%. Since Abuja Treaty in 1991, Regional integration is seen as the main tool to promote African intra and world trade and so promote the economic growth in the continent. This agreement aims to gradually establish the Continental free trade area as well as custom union by 2028. Currently, there are eight recognized Regional Economic Communities (RECs): the Arab Maghreb Union AMU, the Community of Sahel and Sahara, the Common Market for Eastern and Southern Africa COMESA, the East African Community EAC, the Economic Community of Central African States, the Economic Community of West African States ECOWAS, the Southern African Development Community SADC. The moving towards the establishment of African free trade area takes a huge step forward when the biggest three African RECs: COMESA, EAC and SADC recently agreed to establish a tripartite free trade area in 2015.

The negotiations for the establishment of the Tripartite Free Trade Area (TFTA) between three (RECs) started since the first TFTA summit held in Kampala, Uganda in 2008. In 2015 the member states of the three RECs met in Sharm El-Sheikh, Egypt and agreed to move forward to the establishment of a TFTA.

The TFTA involves almost half of the African Countries (26 members), covering the whole eastern side of the continent from the Cape to North African coast. It would create one of the largest Free Trade Areas worldwide, with 683 million people and gross domestic product of 1.2 trillion USD represents more than half of the African population and GDP.

The Establishment of TFTA

The negotiations for the establishment of TFTA started in the tripartite Summit of head of states and government of COMESA, EAC and SADC in 22nd October 2008 in Kampala, Uganda under the umbrella of *Cape to Cairo initiative*. The main objective of this summit was to identify how the three RECs can move towards deeper cooperation in their efforts towards trade and economic liberalization, including joint programmes targeting free movement of persons and infrastructure development. One of the main recommendations in this summit was for the establishment of the TFTA within a 5 year period as well as for the adoption of a roadmap for its achievement, and designs a coordination mechanism between the three RECs.

The second summit was held in 2011. A three pillar development approach was adopted at this summit: market integration, infrastructure development, and industrial development. Three key steps were achieved in this summit; a declaration launching the negotiations for the establishment of COMESA-EAC-SADC tripartite FTA was signed and the roadmap for the establishment of the TFTA and its negotiating principles, processes, and institutional framework were adopted. (Angwenyi, 2016)

The negotiations are set to be done in two phases. The first is concerning the trade of goods issues as tariff cuts, rules of origin, dispute resolution, custom procedures and simplification of customs documentation, non tariff barriers, and other trade issues in addition to the negotiations on movement of and . The second phase is concerning trade of services, cooperation in trade and development, competition policy, intellectual property rights and cross border investment.

The tripartite FTA was finally launched on the 10th of June, 2015 at the third tripartite summit in Egypt. The agreement was opened for signing a post signature implementation plan was adopted.

According to *Article 3* of the tripartite agreement, the main objectives of the establishment of the TFTA are (Oloruntoba, 2017):

- 1) To promote social economic development of the people of the region through job and wealth creation and the elimination of poverty, hunger and disease, through building skills, innovativeness and infrastructure.
- 2) To create a larger single internal market with free movement of goods and services and business persons and eventually to establish a customs union and a common market.
- 3) To mitigate the problem of multiple membership and expedite the regional and continental integration process.
- 4) To build a strong people-based tripartite community.
- 5) To promote close cooperation in all sectors of economic and social activities.

The TFTA aims to foster the intra-trade between its members through number of complementary programs in the following areas (Petros, 2011):

- 1) Enhancing customs cooperation and trade facilitation.
- 2) Harmonisation and coordination of industrial and health standards.
- 3) Preventing unfair trade practices and import surges.
- 4) Creating useful and agreed dispute settlement mechanisms.
- 5) Harmonizing trade policies and rules of origins.
- 6) Promoting the value addition and transformation of the region into an information and knowledge based economy.

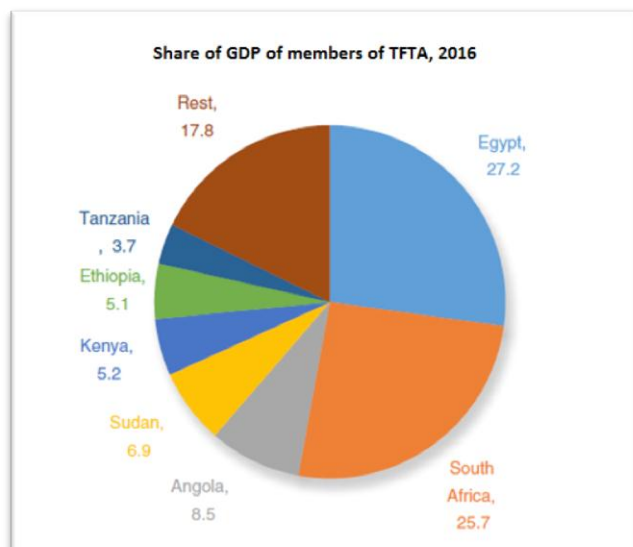
- 7) Consolidating regional market through the improvements in infrastructure and promote the competitiveness through adequate supplies of vital resources.

Main Macro-Economic Performance Indicators in the Three RECs:

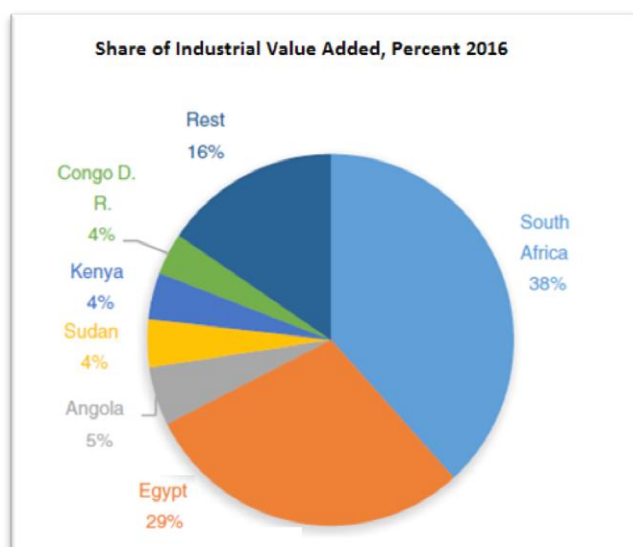
To assess to potential impacts of the TFTA it need first to analyse the existence macro-economic conditions and the level of intra trade within and between the three African RECs.

a) Macro-economic indicators of TAFTA member states

The economic indicators of the TFTA member states and for the three RECs as whole are very divergent. The two largest economies: Egypt and South Africa produce more the half of the TFTA GDP. The seven largest economies: South Africa, Egypt, Angola, Sudan, Ethiopia, Kenya and Tanzania account for more than of 80% of the TFTA GDP.

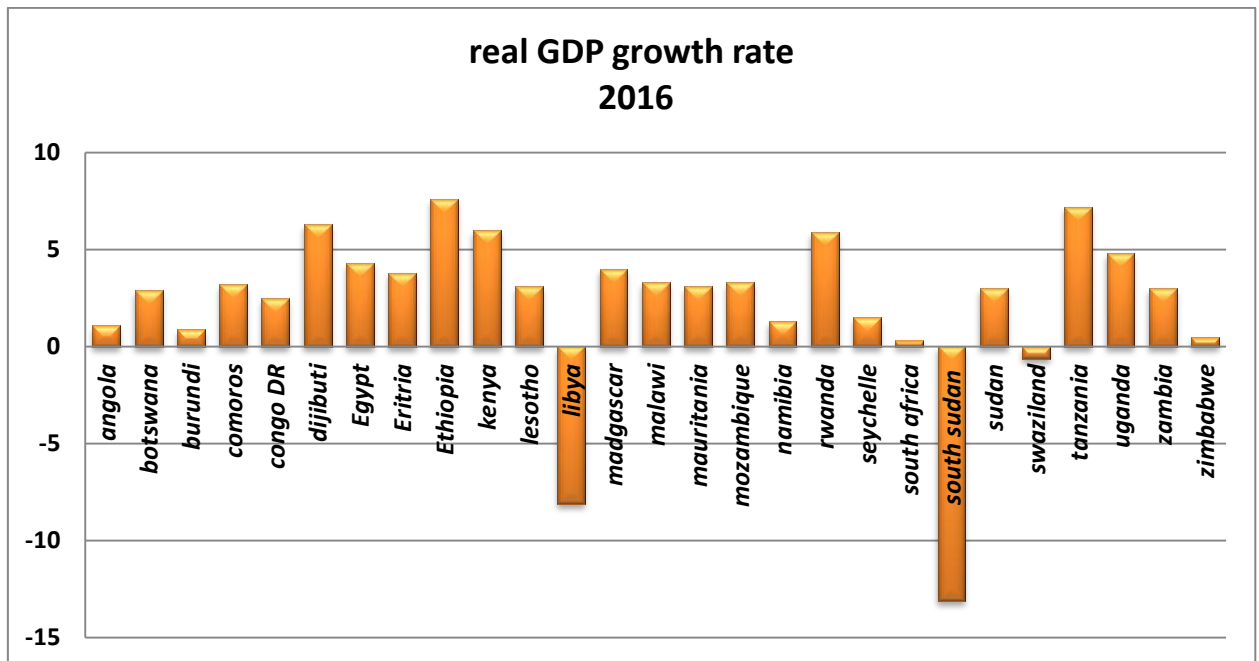


The GDP per capita gives a clearer picture of the economic differences between member countries: the average GDP per capita of Seychelles for example is 56 times that of Burundi. The member countries have also different economic structures, two third of the manufacturing value added produced in Egypt and South Africa.



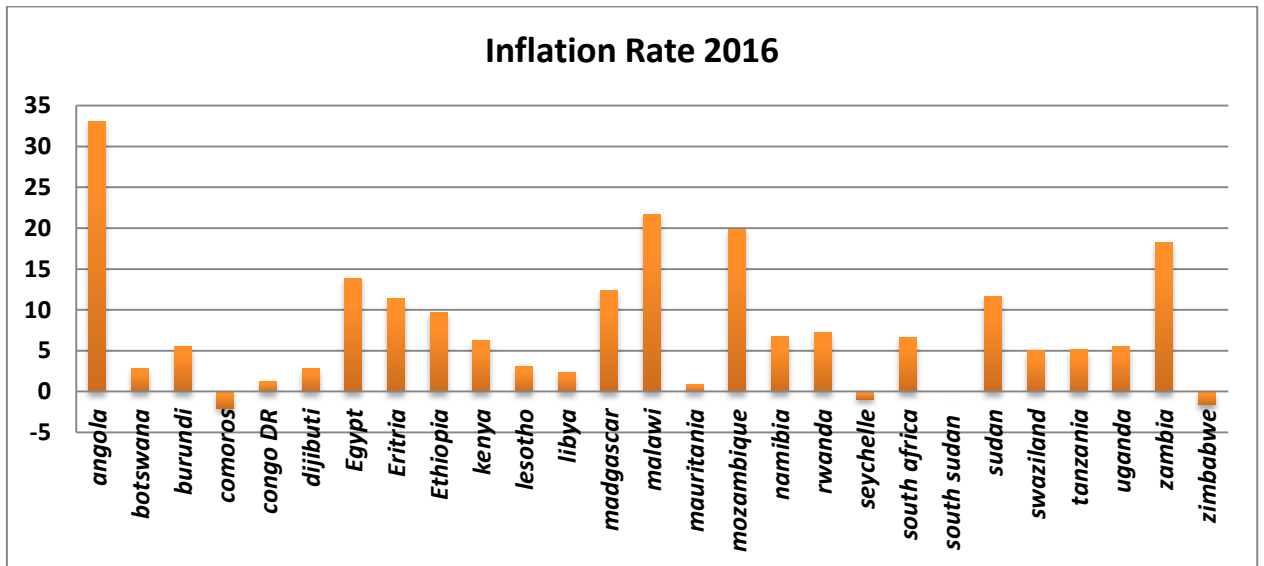
About the economic performance measured by the real GDP growth rate, there is a huge variation in the growth rate between these countries. The highest growth rate is record in Ethiopia and Tanzania with more than 7% growth rate, Followed by Djibouti, Kenya

and Rwanda with about 6% real GDP growth rates. On the other hand Libya and South Sudan witnessed a sharp reduction in its GDP with a real growth rate of -8.1% and -13.1% respectively.



Source: based on Data from: AFDB, OECD and UNECA: African Statistical Year Book 2017 (Addis Ababa: AFDB, 2017).

There is also a wide variation in inflation rates with two extreme cases: Comoros, Seychelles and Zimbabwe have negative inflation rates (-2%, -0.9% and -1.6% respectively) and South Sudan with a huge inflation rate of 165%. Between these extremes, the inflation rates in other TFTA countries vary from 0.9% in Mauritania to 33% in Angola.

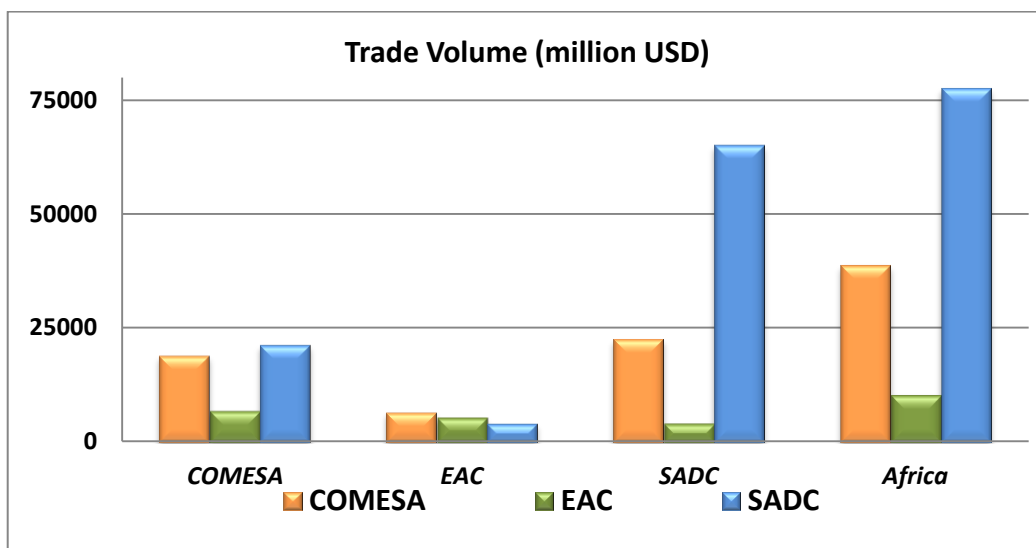


Source: based on Data from: AFDB, OECD and UNECA: African Statistical Year Book 2017 (Addis Ababa: AFDB, 2017).

b) Trade and Intra-Trade Indicators

Comparing the total trade volume of COMESA, EAC and SADC shows a significance differences between the three RECs where EAC has the smallest trade volume that is about 20% and 25% of COMESA and SADC total trade volume respectively.

The regional trade performance of the three RECs included in the TFTA also varies from one block to another. The shares of African trade of the COMESA, EAC and SADC as a percentage of their total trade in 2016 were: 16%, 20% and 25% respectively. The intra trade performance within each REC also varies: the shares of intra trade total trade are: 8% in COMESA, 11% in EAC and reaches the highest value in SADC with 21%.



c) Economic Regional Performance

The economic regional performance of COMESA, EAC and SADC could be also analyzed using African Regional Integration Index ARII¹ developed by African Development Bank to evaluate the economic regional performance of the African eight RECs. According to ARII report (AFDB, 2016), EAC is the best performer in the economic integration process followed by SADC and COMESA with ARII 0.540, 0.531 and 0.415 respectively. EAC and SADC ARII are higher than African average which stands at 0.470. In fact, EAC has higher than African average scores across each dimension of regional integration except for financial and macroeconomic integration. SADC has higher than African average across the dimensions of regional infrastructure, free movement of people and financial and macroeconomic integration.

The Potential Impacts of TFTA

The economic implications of the potential TFTA on the member countries are enormous. The agreement provides a greater opportunity to gain benefit of returns to scale, greater completion, more attractive market for domestic and foreign investment, and accelerating intra-trade in the way that will stimulate the economic growth and improve people live in the entire region.

Many efforts are made to evaluate the potential impact of TFTA. But the most important studies in this field was those used Equilibrium models to identify the projected potentials of trade policies.

¹ The index is made up of five dimensions, which are the key socio-economic categories that are fundamental to Africa's integration. These five dimensions consist in turn of sixteen indicators. The index value ranges from zero to one where higher values indicate better regional economic performance.

The Computable general equilibrium CGE model is a system of equations that describes economic linkage between several global regions and sectors. CGE models allow for capturing the complex interactions that happens within the different economic actors.

CGE models are often used to create projections of the economic effects of policy changes that will be associated with new regional integration agreement. This simulation reveals the effect of new trade policies (changing tariff rate for example) on both demand and supply sides (Hallren, 2017). CGE models consider all sectors in the economy simultaneously and takes into account the resource constrains in the economy and spill over effects across markets for individual goods and services.

On the other hand, Partial equilibrium models analyse the impact of the changes in trade policies on individual markets ignoring intra sectoral linkages, macroeconomic constraints and feedback effects.

In (Willenbockel, 2014) the total potential impact of TFTA is a positive net real income gains for the area as a whole. TFTA is projected to generate an annual welfare gain of 578 million USD and an improvement of terms of trade will be achieved. South Africa enjoys the largest real income gain, while Zimbabwe, Malawi, Zambia, Rwanda, Angola, Congo DR and Botswana will suffer moderate welfare loses as a result of the projected decreases in their terms of trade. Concerning to the government revenues the study simulations shows that government revenues will decrease within a range from 553 million USD if partial tariff cut is conducted to 1.1 billion USD if full tariff removal is conducted. This loses in government revenues is account for only 0.6% of total TFTA tax revenues. The total volume of intra – TFTA trade is projected to increase by 7.7 billion USD with about 20% increasing rate.

In (Mold, 2016), the results suggest highly significance benefits from implementing the TFTA. The agreement will boost intra-trade for about 29.2%. Total intra-trade would rise by 8.5 billion USD. This increase would be concentrated in heavy manufacturing, light manufacturing and processed foods, which will increase by 3.3, 2.6 and 1.8 billion USD respectively. The cost of tariffs removal will be minor due to the relatively low tariffs already exists in the region because of the gradual implementation of trade liberation within EAC, COMESA and SADC. For the labour market, the significance increases in the trade of manufacturing and food good will bush the demand for labour in these sectors up. The employment in these sectors estimated to grow by 1.1% and 1% respectively. Although the analysis shows there will be gains from TFTA, these gains will not equally distributed among member countries. The distribution of gain is correlated to the countries with the most efficient manufacturing sector mainly: South Africa and Egypt.

There is also the study of (Jensen, 2011) the results shows that there are significant gains to SADC, but only for South Africa and Mozambique. South Africa welfare projected increase is 1.321 billion USD and a 0.22% increase in GDP. According to this paper, those gains are derived from a better mobilization of land, labour and capital, increasing net investment and improvement in terms of trade. For agriculture, the TFTA is only beneficial in sugar and then only for South Africa and Mozambique. While for manufacturing sector the biggest gains are for South Africa, Egypt and Kenya. Revenues for the SACU members increase by 49 million USD as a result of South African manufacturing imports from non-African countries to replace increased exports to rest of east Africa.

Obstacles and Challenges facing TFTA

Although there are noticeable potential of the new TFTA, there are also numbers of obstacles or challenges need to be faced in order to achieve these potentials. Those obstacles could be summarized as follow:

First: the three RECs are at different stages of integration in the way that may influence the negotiation process. COMESA launched a free trade area in 2000 and a custom union in 2009. And parallel to negotiation of TFTA, there is still an ongoing negotiations process within the COMESA in joining the free trade area and the custom union¹. The members of COMESA agreed on a list of sensitive products where current tariff rates are determined as common external tariff within a transition period of three years can be extended with additional two years. EAC was established in 2000. In 2005 EAC members Tanzania, Kenya, and Uganda formed a custom union transformed in 2010 to a common market. Rwanda and Burundi who joined EAC in 2007 are also parts of the custom union and common market since 2009. SADC was formed in 1992. In 2008 a free trade area was established including the southern African Custom Union SACU members who allow tariff free imports from other SADC members. The agreement is based on minimum conditions where full trade liberalization is only provided on 85% of intra trade within SADC. (Riedel, 2014)

Second: the existence of trade barriers, especially non-tariff barriers, as a consequence of inadequate implementation of agreed commitments within the three RECs. This could undermine the gain that could be delivered from existing and future intraregional trade areas. Beside those barriers there are also the restrictive rules of origin which are applied in each REC that hinder cross border trade. Such rules have been manipulated to achieve protectionist objectives and promote rent

¹ Uganda and Ethiopia agreed to join COMESA free trade area only in December 2014.

seeking behaviour rather than those of preventing trade deflection. Restrictive rules of origin discourage competitiveness investment in regional value added activities such as textile and clothing and agro processing sectors. The rules of origin for COMESA and EAC are almost the same as they are based on the general value added rule of 35% for local contents (with some exceptions in the case of COMESA)¹ or cost, insurance and freight (c.i.f) value rule of 60% of costs of imported production material. Some member countries applied different rules of origin, for example Egypt applies high rate of 45% value added rule on local materials. SADC rules of origin are significantly different and more complicated than those applied in the other two RECs. SADC adopted “made-to-measure” product-specific rules of origin which uses a variety of methods for determining eligibility (Kalenga, 2013). According to (Brenton, 2004), SADC rules of origin are complex and not supportive to enhance intra-regional trade and competitiveness.

The rules of origin are not the only non-tariff barriers in those RECs. Kenya for example imposes stringent technical regulations on sugar imports affecting sugar exports from Mauritius; Zimbabwe facing difficulties in exporting milk products to Zambia due to difficulties in obtaining import permits; and milk trade between Kenya and Zambia being affected by non-tariff barriers prevalence. In a study conducted by (World Bank, 2011), the non tariff barriers reduce SADC intra trade by about 3.3 billion USD.

Third: there is also the problem of high transportation cost and inadequate infrastructure that limited the potential gains of this agreement. This is beside the inefficient administrative procedures at border crossing, and other costs incurred within domestic policy and regulatory environments that are considered as the most important constraint to Intra-African trade.

Forth: the problem of dual membership that affecting the potentials of trade agreements within and between the three RECs. Such overlapping membership is

¹ COMESA has an exception for goods of particular importance, requiring only a minimum of 25% of imported manufacturing materials.

considered as one of the main factors that inhibited the full potential of their ability to stimulate intra-regional trade. The region of TFTA has the most regional integration initiatives in Africa, including the East African Community (EAC), the intergovernmental Authority on Development (IGAD), the Common Market for Eastern and Southern Africa (COMESA), the Southern African Development Community (SADC), the Southern African Custom Union (SACU) and the Indian Ocean Commission (IOC). The legal and institutional situation became more complicated knowing that COMESA, EAC and SADC's integration goals and strategies are similar, and in particular, they are all operating under different rules of origin and trade instruments, countering the objectives of facilitating and simplifying trade (Kalenga, 2013).

Conclusion:

In 2015 the member states of the three major African RECs: COMESA, EAC and SADC agreed on establishing a common TFTA which is considered as an important milestone towards Africa Continental trade integration. This paper analyzes the impact of regional integration among TFTA countries and evaluates the economic potentials of this agreement.

Although there are great potentials associated with TFTA for the whole region. The gains from such agreement are not equally distributed. South Africa and Egypt appears to be the bigger winners of this agreement due to the structural characteristics of their economy that makes them able to achieve welfare gains from African trade agreement within their region or outside.

But to achieve such gains, the obstacles and challenges facing the application of TFTA agreement need to be faced. There are still huge efforts and negotiations needed to be done to harmonize the trade and economic policies in the three regions.

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Banking marketing and its role in achieving competitive advantage in private banks (Babylon Bank model)

Dr. Ali Aboudi Al-Jubouri Imam Kadhum College , Baghdad-Iraq

Abstract

Bank Marketing is one of the areas of study in the management of banks, which is one of the areas of business management and the function of banking marketing has become an important aspect of scientific management and a tool of effective tools in achieving the success of banks, so the study sought to achieve a number of goals of identifying On the nature of the respondents variables and the identification of the correlation between bank marketing and competitive advantage, and for the purpose of achieving the objectives of the study, a hypothetical model was built that defines the nature of the relationship between the independent variant (banking marketing) and the approved variable (competitive advantage), and a sample has been selected from Employees working at Babylon National Bank in all branches of the community to study. A series of statistical methods were used in analysing the data based on the five-year scale of the Likert and the results were obtained using the software. Therefore, a major hypothesis has been developed and four sub-hypotheses have been branched out, in order to determine the appropriate sample size for the current study community of 60 persons, and the sample size is (58) persons, with 60 forms distributed and (48) valid for statistical analysis. It has been shown that there is a strong positive and moral relationship (within the study sample), and in this light the members of the sample have the obvious possibility of applying the principles of banking marketing and its dimensions, and in this light will increase their

competencies and skills and their ability to balance their thinking and then influence the customers .

Key words: banks, financial markets, marketing mix

First: Introduction

Banking marketing is one area that has recently seen increasing interest on the part of academics and practitioners alike, due to the many factors that have contributed to increasing the sensitivity of banks to the markets in which they operate and the diversity of their entry points in the service Customers to achieve a competitive position in these markets. The view of marketing activity in banking services has changed from simply announcing the name of the bank and its services to the need to study the markets that banks serve, both individuals and institutions, and to take care of customers desires when planning the marketing mix for the targeted markets. Therefore, the factors that contributed to the increased interest in banking marketing could be seen from two sides, the first of which is the relatively low revenue as a result of increased competition between banks and among other financial institutions, and the second is internal recognition of banks to the need for two types of The marketing mix is the one that is geared to getting raw materials in the form of deposits and savings, and the other designed to market the banking services to customers in a variety of loans and other services, hence the need of banking institutions more to be interested in marketing activity whether in the area of attracting deposits or Provision of loans and other services. Bank Marketing is the focus of activity between the bank and its main tools in achieving its objectives. Marketing in banks works to achieve harmony and compatibility between the bank's members and manage it in an integrated manner to achieve the bank's objectives, as its emergence was linked to the dynamism of economic development over different times in the economies States as bank marketing is an important analytical tool in marketing activity and helps marketing operators to develop a comprehensive strategy for the Bank and promote competitive advantage.

So the idea of the study was to blend and integrate the concept of banking marketing and competitive advantage in order to achieve the highest profitability, and through the contemporary conceptual developments of the philosophy of modern management has

created terminology urging banks to narrow the traditional work and engage in what is new and sophisticated, which illustrates the potential The humanity that guided the ideas for the purpose of achieving the achievement of integrated creativity in the external and internal environments, to overcome all the problems facing the bank under study, as the use of the portal of marketing banking works mainly on the installation of how to promote banking products and influence in customers Dealing with this portal with effective means and methods through competitive advantage. It was a suitable field to test the problem of the study, which was the question of the level of banking marketing and the components of the competitive advantage and the nature of the relationship and the impact between them, and thus emerged from this mechanism many hypotheses that try to prove the relationship and influence above.

1 -The Concept of Banking Marketing

Marketing is of particular importance in the development and activation of banking business This fact is due to that banking services such as other goods and services need continuous marketing efforts based on more sensitive programs for the marketing of physical goods due to the nature of banks and the characteristics of banking services as they are linked to banks that Environment variables are greatly affected, and the definitions of writers and intellectuals for banking marketing are numerous, due to their backgrounds and experiences, as well as the different angles through which they perceive the process of banking marketing.

"Weyer Vandeev denek " is the former president of Barclays Bank, who was the first to introduce a definition of bank marketing in the 1960s (as the administrative activity for the flow of banking services to current and target customers, and to identify the most markets True to the objectives of the Bank in the present and future, as well as the evaluation and development of plans to achieve them and finally the needs of the present and future customers and what this requires to define the business objectives and provide the services necessary to implement these plans as well as the need to be able to adapt to the nature of the banking market. (Qasim and Nassour, 2014), on imposing a very great importance in marketing which in turn is considered as a key determinant in the application of its principles to the success of many international companies in the advanced industrial countries and many managers have the possibility of recognizing the importance of

marketing in achieving the goals of the organization and this activity Still not clear to many individuals and business organizations and it was a long period of time and still marketing means selling his skill and others means providing goods in the time and place that the consumer desires through the art of advertising organized products, and marketing is an organized and comprehensive activity that includes many business Integrated (Zkai, 2010) under the new classical economic theory and traditional finance, economic maturity and self-benefit are the main catalysts of human behaviour. It is assumed that individuals with a sense of self-interest seek to achieve their own predetermined desires and goals to the maximum extent possible and at the lowest available cost. Thus, the market supply and demand factor is influenced by the human nature of its own interest and is sufficient to deal with economic problems. However, market forces have clearly failed to balance equitable growth

The distribution is not only within the scope of the one State, but among the countries as a whole, so interest in banking marketing has become significant (al-Jabouri, 2016), and banking marketing is a set of tasks aimed at balancing the offer between the Bank of banking services and the needs of customers of these services, and ensures Banking marketing to ensure the flow of banking services in the right place and time, it should not be thought that marketing banking is similar to marketing in industrial and commercial institutions since the goals and philosophy is one, so the banking marketing cares a lot about discovering new tools to gain new customers for the bank, Flaifi At the moment, the bank will have financial resources unless it is found in investment outlets (Hafez and Hussein, 2017). Therefore, the definitions provided for banking marketing were numerous: the American Society of Marketing was defined as a process involving the planning, implementation, follow-up, development, pricing, promotion and distribution of goods, services and ideas needed to complete the exchange process that achieves the objectives of individuals and establishments (Mubarak and Souad, 2011) and defines To satisfy the needs of the beneficiaries through the delivery of banking services in time and place and the appropriate marketing cost by accepting deposits and giving loans and advances and achieving credit and investment through an integrated marketing system that takes into account the objectives of beneficiaries, banks and the State under An effective marketing mix. (Al Amoudi, 2015), banking marketing is an area that specializes in marketing and has emerged after the broad development of public marketing and after the

emergence, development, separation, appointment, deepening and specialization of marketing services. The concept of banking marketing evolved in the wake of the significant increase in the developed countries in the financial sector and implicitly the banking sector due to the emergence of new competitors, excessive market power and intensification of competition. Banking marketing is the marketing that applies to (commercial banks as savings as well as banks Cooperative) in the field of specialized banks (active credit institutions, investment companies, etc.), as well as insurance companies and building savings institutions, banks are the most important exhibitors on the financial services market today, in the banking market, and there is strong competition. (Al Jabouri, 2018), we believe that bank marketing can also be named in marketing specialized in marketing services or intangible goods, and in comparison with other services, so banking products are characterized as complex, and most customers do not understand easily what financial services are comprised of what is the benefit that Bring them and how they can be distinguished from each other

2-Banking Marketing Mix

The marketing mix is one of the main entry points in the marketing study, it reflects its overall strategy of marketing services and the study of this mix provides an integrated framework for the effective marketing program to achieve the goals by the best means and the lowest costs. The banking marketing mix is defined as a set of marketing tools used by banks to achieve their marketing objectives in the target market. The banking marketing mix includes four main components or activities, namely banking, banking, Bank and bank promotion (Abed, 2011) and we will explain them in detail.

A. Banking Product

A bank product can be defined as (a set of characteristics (features, functions, advantages and uses) able to exchange or use, usually a mixture of tangible and intangible forms) and products can be produced using different levels of materials and processes that have different effects On the natural environment and human health, banking products are also considered depending on the effects of their consumption. Moreover, the deviation from the personal ownership of products towards the acquisition and use of them more effectively, the growth of the world economy has seen now through banking marketing

which has the potential to lead to the highest levels of banking production, with low marketing effects. This involves and introduces another view of the banking product from a banking perspective. The expansion of the global economy has been an important force that has pushed business and banking industries to be more competitive and this means that customers who participate in the decision-making process and exchange of funds for goods, services and ideas to analyze consumer behavior are investigating the consumer pattern of Buy, consume, and use, at the individual and organizational levels of consumers customers. (Al Jabouri, 2018) The banking product is defined as a commodity, service or idea composed of a set of intangible and intangible properties that satisfy customers ' needs and desires is obtained for a sum of money (Mohsen, 2012) The banking product also knows that it is all the consumer's need of services that depend on quality and Certain specifications and a certain size. (Jaafari, 1998).

B. Bank Price

The banking service is priced to make it more convenient to the customer's purchasing power, so that he can afford it and is satisfied with it, and pricing in the banking business is not only spent on the cost factor in banking activity, but is linked to the revenue and return factor that can be obtained from the exercise of this activity, and performs Pricing decisions are highly rotary in the banking marketing strategy as the price must be placed in several types such as interest, commissions, fees, and prices of some other services (Hafez and Hussein, 2017) the bank price can be defined as the monetary value of the product or the banking service paid by the consumer. The bank price is the monetary point at which the exchange of goods and services can occur between the seller and the buyer (Saad, 2012) and the bank price is distinguished from the other elements of the bank marketing mix through the following points:

- ❖ Flexible: Can be changed at any time and adjusted according to consumers, quantities, and according to purchase times (flow hours)
- ❖ Effective: It affects the sales and revenues of the enterprise .
- ❖ Fast: Bank price change results in a very short-term effect. (Saad, 2012)

D. Bank Distribution

It is one of the key elements in the marketing of services to banks. The most effective element in the banking marketing mix that affects the purchasing decisions of the target consumers, so many business organizations rely on the sale of their products to the final consumer on brokers both in domestic and foreign markets and they do not sell or deal directly with customers or End consumers even support their dealings directly with clients using intermediaries (DIN, 2005) bank distribution is defined as a group of interconnected organizations that share in making the product or service available for use or consumption by consumers and users (Maher et al., 2017).

C. Banking Promotion

It is one of the elements of the banking marketing mix and the promotional activity to achieve the objectives of the marketing project, which is to coordinate the efforts of the seller in setting up information outlets and in facilitating the sale of service or commodity or to accept a certain idea, (Al Hussein, 2013) is also known as an activity or benefit that can be provided by One party to another and is essentially intangible and does not claim ownership of anything and may or might not be production linked to a physical product (Albernegro, 2010) and banking promotion means through which banking organizations try to inform, persuade and remind customers directly or indirectly of banking products and brands Commercial they sell and the banking marketing contacts also represent the brand voice and allow them to build relationships with customers. Banking marketing communications are communicating with customers about what the banking organization is offering through its banking products, and communicating with customers and other stakeholders about the banking organization as a whole. This involves joining the talks on banking institutions and their trademarks in social networks on digital media platforms: an increasingly important forum for communication related to banking marketing is that the focus is the banking promotion method while taking care to reduce Environmental, social and cultural impacts in some areas of the Organization's operations, the banks through which services are transferred to customers, and the educational role of the banking marketing communications has the ability to assist both businessmen and customers. (Al Jabouri, 2018) .

3. The Concept of Competitive Advantage

Competitive advantage is an area where the organization has a higher capacity than its competitors to exploit external opportunities and reduce the impact of threats, it may relate to quality, technology or ability to reduce cost, marketing efficiency, innovation and development or abundance of financial resources (Telbani et al., 2001) Competitive advantage is a real revolution in the field of business management at the academic or practical level, academia has not seen management as a temporary confrontation with problems and not a strategic dimension, but the management is seen as a dynamic and continuous process aimed at tackling many internal and external problems To achieve the continuous superiority of enterprises over others from competitors, suppliers, subscribers and other parties. (Kahil, 2016) The competitive advantage is the ability of the company to implement strategies that make its position better among other companies operating in the same field. The competitive advantage arises mainly from the value that the enterprise has been able to create for its customers, as it can take the form of lower prices for competitors with equal benefits, or by providing unique product benefits that compensate for the price increase imposed in the sense that competitive advantage can be judged by the A value added to the customer who must be aware of this value, which makes it ready to acquire the products of the enterprise even if it takes more payment as long as the realized benefits compensate for the increase in price, emphasizing the necessity that the price imposed by the enterprise must be lower than the value that the consumer attaches to that Product or service the greater the value the organization creates in the eyes of its customers, the more pricing options available to it. (Bomazid, 2012). It is the value that the enterprise can achieve to its customers, which allows it to cost and its financial ability to create it as customers are willing to pay for it, this value is obtained using multiple methods such as low price. (Mohammad Maghamesi, 2013) Competitive advantage is also defined as the ability of the enterprise to create value for its customers through a smart and efficient competitive strategy that confirms its uniqueness and difference from its competitors and enables it to confront them, increase their market share and achieve profits that guarantee their survival and continuity.

4-The importance of competitive advantage

Owning and developing competitive advantage is a strategic goal that banks strive to achieve in the face of competitive challenges as a result of the liberalization of banking

services, considering the competitive advantage of the ability of the bank to fulfill the customer's banking needs at the right time and place, at the right price, or value Which he wishes to receive from the service such as high quality, so the competitive advantage achieves two basic things:

- A. To produce values and benefits for customers higher than those of competitors.
- B. confirming a State of excellence and difference between competitors. (Al Amoudi, 2015)

Hence, two main types of competitive advantage are:

□ **Alttamaz**

Excellence can be defined as the ability to deliver a unique product that is of high value from the consumer's point of view in the workplace, and that the differentiation in the business organization is done through the fact that it has been distinguished from other competing organizations in the same sector, whether it is the quality of products The services they provide, or the nature of the resources that they possess to enable them to achieve the competitive advantage and their ability to attain temrarih through the better delivery of products and services (Telbani, 2012).

□ **The least Cost**

It is the ability of a company that works to design, manufacture, and market a cheaper product compared to competing companies and ultimately leads to greater returns. Cost-cutting is one of the essential ingredients for increasing the competitiveness of the product and its continued growth, as cost reductions result in reduced prices to the extent that they exceed competitors ' capacity. (UFC, 2009).

5-Dimensions of Competitive advantage

Many of the literature agreed that the dimensions of competitive advantage are (efficiency, quality, flexibility, creativity or innovation) which can be explained as follows:

A. Efficiency

Efficiency is reflected in the optimum utilization of available resources and measured by the quantity of inputs used to produce specific outputs, as the enterprise is a

tool for converting inputs into outputs, inputs are the main factors of production such as employment and land, and the outputs are goods and services, the higher the rate The efficiency of the Organization, the less the inputs required to produce certain outputs, the lower the cost of the enterprise if it acquires high productivity efficiency compared to its competitors, allowing it to build competitive advantages. However, achieving efficiency requires a wide-ranging commitment at the enterprise level and the ability to achieve close collaboration between different functions. (Mohamed Maghamesi, 2013).

B. Quality

The foundation consists of providing distinctive and unique products or services that receive consumer satisfaction (high quality, after-sales service) and quality means the suitability of product design characteristics for the function of use, or as appropriate for the purpose of use and depends on the understanding of the customer's requirements and excels the importance of quality since The 1980s in determining which product the customer would like to receive along with the price. (Kahil, 2016).

D. Creativity or innovation

The extent to which competitive advantage is achieved is linked to the level of creativity achieved in the practical implementation of the Organization, as innovation is about exploring a new distinctive idea, and creativity is about putting this idea into practice in the form of a process, a good or a service, and therefore innovation is about exploiting new ideas to present them To the market in the form of goods and services and creativity is the starting point. In general, we can say that innovation precedes creativity and is one of the conditions for its success. (Bomazid, 2012).

C. Flexibility

It is the rapid response to changes that may occur in product design and to suit the needs of renewed customers and therefore is the basis for the realization of the competitive advantage of the enterprise, the flexibility here lies in the ability of the enterprise to change the performance of operations through different methods as well as change the way and time of performance of those operations, The beneficiary needs to change processes to provide four requirements, namely, the flexibility of processes in providing new or

modified products, the flexibility of processes in producing a mix of products, or the flexibility of change in the output level or in the level of production activity to provide different product sizes, delivery flexibility or capacity Processes for changing product delivery times. (Shalabi, 2018) It is the speed of the institution in responding to the desires of its changing and renewable customers. After the response, it is an important element in the process of earning an enterprise's loyalty and satisfaction, because time and delivery is one of the most important dimensions in gaining competitive precedence over the rest of the competitors. (Zain, 2018).

6. Objectives of Competitive advantage

Through competitive advantage, the foundation strives to reach a set of objectives:

- A. creating new marketing opportunities.
- B. Entering a new competitive area to enter a new market or to deal with new customers or quality of goods and services.
- C. Create a new vision for the goals that the organization wants to reach and the great opportunities it wants to seize. (Hawho, 2016)
- D. the basis of competitive advantage is to create value for customers, because it is the basis for achieving quality, as value is more important to the organization as it is complicated. You can't know him through her customers, so she has to take a poll whenever possible.
- E. By achieving and maximizing value, the organization strives to reach customer satisfaction with a view to confirming its survival in the current competitive market. (Miqdad, 2016)

Second: Study Methodology

1-Research problem :

In understanding the theoretical problem, we strive to achieve the qualitative objective of gathering information with the help of discussing and monitoring the requirements of the subject. Work on the attitudes, values, perceptions and motivation of the customer with the main objective to understand them deeply. The process of data collection, analysis and theory is closely linked to a much greater degree of quantitative research. Through this, the

problem can be framed in the context of the intellectual questions of the study, which can be summarized as follows :

- A. What are the criteria, philosophical and conceptual trends of the current study topics and the intellectual controversy between them (bank marketing, competitive advantage)?
- B. What are the dimensions of banking marketing in theory? And what is its nature? Does it have an impact on the customer through the main components of competitive advantage?
- C. What is the theoretical and logical relationship between the main and sub-study variables? And what are the intellectual arguments about it? And how are they used to use them on the field side of the study ?
- D. How does marketing have to be one of the ingredients to achieve competitive advantage in the Bank of Babylon as a model of study?

2-Research objectives

For the purpose of identifying the features of the study problem, this study addresses a number of basic objectives and as follows:

- A. Identify the level of banking marketing in its dimensions (banking product, bank price, bank distribution, bank promotion) in the light of the answers of individuals in the Bank of Babylon study sample .
- B. Identify the level of competitive advantage in its dimensions (efficiency, quality, flexibility, creativity or innovation) in the light of the answers of individuals in the Bank of Babylon study sample .
- C. Consolidation of the logical relationship between the main and sub-study variables, this is achieved through the compatibility and accumulated knowledge of the variable and the gathering of ideas which establishes the conceptual structure that supports and reinforces this relationship logically.
- D. To determine the levels of bank marketing in its operations and strategies in the banks, and the level of creative abilities of the employees in these organizations.

3-Importance of research

This study is a theoretical and practical attempt to study the role of banking marketing in achieving competitive advantage through the role that individuals play in bringing about the level of change, so the importance of research is the following -:

- A. the importance of banking marketing and what has a positive impact to implement the objectives of the respondents organization.
- B. the importance of competitive advantage in general and the organization respondents in particular for such studies that the Arab world lacks

4-Research hypotheses

The study is based on a number of hypotheses that reflect the objectives to be achieved by dividing them into the form of: The first section hypotheses the correlation model between variables, and the second hypothesis model effect, and as follows:

A. The hypothesis of the correlation model:

The first major premise: "There is a significant correlation between bank marketing and its combined dimensions with competitive advantage in its combined dimensions," and the main premise is four sub-hypotheses:

- ❖ There is a significant correlation between the dimensions of banking marketing with efficiency
- ❖ There is a significant correlation between the dimensions of banking marketing with quality.
- ❖ There is a significant correlation between the dimensions of banking marketing with flexibility .
- ❖ There is a significant correlation between the dimensions of banking marketing with creativity

B. Impact model Hypotheses:

Second main premise: "There is a significant impact relationship between Bank marketing and its combined dimensions with the competitive advantage combined" and the main premise is four sub-hypotheses:

- ❖ There is a significant impact relationship between the dimensions of banking marketing and the efficiency phase .
- ❖ There is a significant impact relationship between the dimensions of banking marketing and the quality stage.
- ❖ There is a significant impact relationship between the dimensions of banking marketing and the flexibility phase .
- ❖ There is a significant impact relationship between the dimensions of banking marketing and the state of creativity.

5-Search Metrics

The current study adopted a five-point Likert (5-inch) gradient scale in the resolution to measure the response level of the study sample, and the component of (not fully agreed, not agreed, neutral, agreed, fully agreed) to measure study variables. For the purpose of measuring bank marketing, the Maccoby (2001) scale (Maccoby et al., 2004) was adopted (22). For the purpose of measuring competitive advantage, the Kurt Lewin (12) was adopted as the 1951 standard .

6-The research community and its sample

In order to meet the requirements of the practical aspect of this study, and to achieve its objectives and endeavors, it was necessary to choose a community of study that conforms to what it seeks and aspires to achieve. After researching and experimenting, and taking the opinion of the specialists and researchers of the study community (Babylon National Bank) and in order to determine the appropriate sample size for the current study community of 60 persons, the statistical table of the SEKARAN&E (2010) was distributed, with 60 forms and retrieved (48) valid For statistical analysis.

Third: The practical framework for research

In this paragraph, the statistical descriptive analysis of the search variables is presented through statistical instruments such as weighted arithmetic mean, standard deviation, coefficient of variation, correlation and effect relationships for independent and accredited search variables, hypothesis testing, and through the following axes:

1-Description of Search variables .

This theme describes the views of the research sample, as it includes the presentation of the data shown by the questionnaire and the analysis of the sample responses for the two variables.

A. Describe the views of the study sample on the bank marketing variable

Table No. (1)

Iterative distribution, weighted arithmetic mean, standard deviation, and percentage weight of the respondents lmtghiraltsoik the bank sample

	Dimensions	Coefficient of difference	Relative adequacy	Standard deviation	Weighted arithmetic mean	Number of paragraphs
1	Banking product	0.206	75%	0.644	3.10	5
2	Bank Price	0.201	77%	0.897	3.22	5
3	Bank distribution	0.155	89%	0.833	4.01	5
4	Bank Promotion	0.300	90%	0.722	4.11	5
	Overall rate	0.201	89%	0.833	4.01	20

Source: Prepared by the researcher according to the results of the computer using the program Spss.v.22 N = 48

The overall weighted arithmetic mean of the total bank marketing variable (4.01) and the overall standard deviation reached (0.833), indicating the compatibility of the data, while the relative adequacy of the sample response was approximately (89%) This indicates that the sample views give an interest in this variable and this is reflected positively on the answers to the sample and we see it as clear as the weighted arithmetic circles of all the paragraphs were higher than the arithmetic mean.

1. We note from table (1) that the banking product dimension has been measured by (5) Paragraphs and that the percentage of the agreement to this dimension has reached (75%) This is a very good indicator and clearly indicates that most of the actions adopted by the respondents bank in its operations are enjoyed through the production of services appropriate to all individuals, and that these results are confirmed by the weighted arithmetic mean of this dimension (3.10), and the standard deviation of this dimension (0.644) It reflects a high compatibility between the answers of the members of the research sample, and the value of the difference coefficient (0.206), which means that the bank is the topic of research to adopt laws, legislations and instructions that clarify rights and define duties and is the main safety valve guarantor for the best banking service and to direct Sources of work and in the identification of areas of work activity and provide a good tool for guidance and control and to improve supervision and to achieve greater transparency and it is working to addressing any deficiency or deviation .

2.It is clear from table (1) that the weighted arithmetic mean of the bank price principle has reached (3.22), the standard deviation has reached (0.201) and the relative adequacy of this variable reached (77%) The coefficient of variation is (0.201), which means that the bank in question undertakes the practice of producing services at lower prices by distributing the customer's tasks and reducing its working obstacles to all employees.

3.As table (1) indicates that the weighted arithmetic mean of the principle of bank distribution is (4.01), the standard deviation reached (0.833) and while the relative adequacy of this variable reached (0.300) and the coefficient of variation reached (0.155), this means that the bank in question is working to provide systems Effective and modern distribution can reach the largest number of customers .

4. Table (1) also indicated that the weighted arithmetic mean of the principle of bank promotion had reached (4.11), the standard deviation was (0.722) and while the relative adequacy of this variable reached (90%) and the coefficient of variation reached (0.300), this means that the bank in question is keen to form committees Joint work to activate the promotion of banking services, in addition to the participation of employees in the promotion of these services.

B. Description of the study sample's views on the competitive advantage variable.

Table No. (2)

Iterative distribution, arithmetic mean, standard deviation, and percentage weight of respondents to a competitive advantage variable

	Dimensions	Coefficient of difference	Relative adequacy	Standard deviation	Weighted arithmetic mean	Number of paragraphs
1	Efficiency	0.200	%79	0.684	5.02	5
2	Quality	0.177	%77	0.655	5.08	5
3	Flexibility	0.185	%78	0.720	5.18	5
4	Creativity	0.197	%80	0.086	4.99	5
	Overall rate	0.220	%78	0.655	5.08	20

Source: Prepared by the researcher according to the results of the computer using the program Spss.v.22 N = 48

The weighted arithmetic mean of the total competitive advantage variable (5.08) and the overall standard deviation was 0.655), which indicates the homogeneity of the data, while the relative adequacy of the sample response was approximately (78%) This indicates that the sample views give an interest in this variable and this is reflected positively on the answers to the sample and we see it as clear as the weighted arithmetic circles of all the paragraphs were higher than the arithmetic mean.

1. Table (2) indicates that the weighted arithmetic mean of the efficiency dimension has reached (5.02), the standard deviation has reached (0.684) and while the relative adequacy of this variable reached (79%) and the coefficient of variation has reached (0.200), this means that the bank in question has a clear perception about the efficiency dimension, the bank The research theme is that this strategy has a positive impact on the bank's expected performance.
2. It is clear from table (2) that the weighted arithmetic mean of the quality dimension has reached (5.08), the standard deviation has reached (0.655) and while the relative adequacy of this dimension amounted to (77%) and the coefficient of variation has reached (0.177), this means that the bank in question conducts the necessary studies for To determine the quality of the service provided to the

customer, and the management of the company depends on the specialists in the polarization and appoint the professional path of quality .

3. As table (2) indicates that the weighted arithmetic mean of the elasticity dimension has reached (5.18), the standard deviation has reached (0.720) and while the relative adequacy of this variable reached (78%) The coefficient of variation has reached (0.185), which means that the bank in question has a clear perception of the flexibility strategy by making the required efforts to assist the workers and relying on specialized teams from within to contain the required work.

Table (2) shows that the weighted arithmetic mean of the innovation Dimension reached (4.99), and the standard deviation reached (0.086) and while the relative adequacy of this variable reached (80%) The coefficient of variation reached (0.197), which means that the bank in question has an interest in the innovation strategy through its ability to develop new services.

For the purpose of testing the first major hypothesis, a table was prepared (3)

Table (3) Assessment of correlation relationships

Dimensions	Dimensions of Competitive advantage		
	T		R
	Tabular	Calculated	
Banking product	1.96	5.968	0.87
Bank Price		5.625	0.82
Bank distribution		5.694	0.83
Bank Promotion		5.914	0.79
(Total index (Bank marketing	0.808		

N = 48 morale level 0.01

Source: Prepared by the researcher according to the results of the computer using the program Spss.v.22 N = 48

The results of the analysis in table (3) indicate a strong and positive correlation between bank marketing and the dimensions of the competitive advantage in the Bank of Babylon, which amounted to a correlation coefficient (0.808). This result indicates that the bank's

management has increased interest in the dimensions of bank marketing Will contribute to improving the career path of employees. This leads to the acceptance of the first major premise. The table also illustrates the links between individual bank marketing and the combined dimensions of competitive advantage, and the following sub-hypotheses:

1. Table (3) indicates a moral and positive correlation between the bank product and the dimensions of competitive advantage in the bank in question, as the correlation coefficient value (0.87), which is of a significant significance, because the value ((T calculated and adult) (5.968) is greater than the (t) values of the table (1.96) at the level Morale (1%, this result indicates that the more the bank has a clear search of its procedures and policies and its adoption of laws, specific legislation of duties, guidance to the sources of work and provision of clear tools for the production of services, this contributes to the consolidation and improvement of competitive advantage.
2. Table 3 also indicates that there is a moral and positive correlation between the bank price and the dimensions of the competitive advantage in question, with the value of the correlation coefficient (0.82), which is of a moral significance because the value (T) calculated and (5.625) is greater than the value ((t) of the indexed (1.96) at a moral level (1%, this result indicates that the more the bank is interested in applying the criteria of transparency in its price by disclosing the special regulations for all and disclosing its performance reports and financial reports whenever the appropriate ground is created to apply and promote the implementation of competitive advantage strategies. It accepts the second sub-hypothesis, which derives from the first major hypothesis (a statistically significant relationship exists between the bank price and the dimensions of the competitive advantage of the research sample.
3. Table (3) shows the existence of a moral and positive correlation between bank distribution and the dimensions of competitive advantage in the bank in question, as the correlation coefficient value (0.78), a relationship of a moral significance, because the calculated (T) value (5.350) is greater than the value ((t) of the attribute (1.96) at the level Morale (1%, this result

indicates that whenever the bank in question works to provide effective systems by adopting regulations of distribution and enforcing laws that ensure the distribution of services, this is reflected in the successful application of the distribution of the services of the Bank. And therefore accept the third sub-hypothesis that arises from the hypothesis The first major () there is a statistically significant relationship between the bank distribution and the dimensions of the competitive advantage in the bank's sample search

The. The correlation coefficient between the bank promotion and the dimensions of competitive advantage in the bank in question amounted to (0, 75) and reflects a strong and positive correlation between the two variables and is of a moral significance because the calculated (T) value (5.145) is greater than the value ((t) that reached (1.96) at a level with Neue ((1%) shown in table (3), this result indicates that the more the bank in question cares about activating the principle of banking promotion to carry out the business and the participation of all its employees, this contributes to the application of the professional path of the bank in question. It therefore accepts the fourth sub-hypothesis arising from The first major premise is that there is a statistically significant correlation between the bank promotion and the dimensions of the competitive advantage in the bank's sample research

2-Relationships between the dimensions of bank marketing and the dimensions of .competitive advantage

For the purpose of testing the second major hypothesis and the sub-hypotheses emanating therefrom, table 4 was prepared.

Table (4) Estimation of simple linear regression model coefficients to measure the dimensions of bank marketing and feature dimensions

Dimensions	Dimensions of Competitive advantage		R
	T		
	Tabular	Calculated	
Banking product	3.09	301.471	0.757
Bank Price		57.401	0.672
Bank distribution		79.895	0.689

Bank Promotion		194.627	0.600
50.037	0.600		

Source: Prepared by the researcher according to the results of the computer using the program Spss.v.22 N = 48

The analysis results shown in table 4 indicate

A. Table (4) indicates that the calculated value (F) of the simple linear regression model of the banking product (X11) has reached (301.471) and is greater than its tabular value (3.09) at a moral level (1%, which indicates that the banking product has a moral impact on the bank's competitive advantage, and the value Coefficient of Interpretation (R2) (0.757) This means that the banking product interprets (% 75.5) of changes in competitive advantage (Y and the remaining percentage (24.3%) Revert to the contribution of other variables not included in the search schema. It therefore accepts the first sub-hypothesis arising from the second main premise that (there is a significant impact of the bank product dimension on the competitive advantage of the bank's research sample.

B. Table (4) also indicates that the calculated value (F) of the simple linear regression model of the Bank price Dimension (X12) has reached (57.401) and is greater than its tabular value (3.09) at a moral level (1%, which indicates that after the bank price has a moral impact on the competitive advantage of the bank, as The value of the coefficient of interpretation (R2) (0.672) means that after the bank price, it interprets (% 67.2) The changes in the competitive advantage of the bank (Y or the remaining percentage) (32.8%) Revert to the contribution of other variables not included in the search schema. It therefore accepts the second sub-hypothesis arising from the second main premise that there is a significant effect of the bank price dimension in the competitive advantage of the bank's research sample.

C-As Table 4 indicates that the calculated value (F) of the simple linear regression model of the Bank distribution Dimension (X13) has reached (265.792) and is greater than its tabular value (3.09) at a moral level (1%, which indicates that the bank distribution has a moral impact on the competitive advantage of the bank, The value of the coefficient of interpretation (R2) also amounted to (0.608), which means that the bank distribution interprets (% 60.8) The changes in the competitive advantage of the bank (Y and the

remaining percentage (39.2%)) Revert to the contribution of other variables not included in the search schema. It therefore accepts the third sub-hypothesis, which derives from the second main premise that (there is a significant effect of the bank distribution dimension in the competitive advantage of the bank's research sample .

D. Table (4) indicates that the calculated value (F) of the simple linear regression model of the Bank promotion Dimension (X14) has reached (67.28) and is greater than its tabular value (3.09) at a moral level (1%, which indicates that after the bank promotion has a moral effect in the competitive advantage stages Of the bank, and the value of the coefficient of interpretation (R2) has reached (0.563) and this means that the Bank promotion explains (% 60.8) The changes in the competitive advantage of the bank (Y and the remaining percentage (43.7%) Revert to the contribution of other variables not included in the search schema. It therefore accepts the fourth sub-hypothesis, which derives from the second major hypothesis, that there is a significant impact of the bank promotion dimension in the competitive advantage of the bank's research sample.

Conclusion

Banking marketing involves many areas, requirements or principles, including four dimensions agreed upon by most writers and researchers (product, price, distribution, promotion), as the purpose of banking marketing is to make decisions and administrative actions in accordance with the legislation in force to meet the expectations of the parties with The relationship in addition to managing the operations of the Bank and providing services efficiently and effectively. The research has shown a growing interest in banking marketing due to the increasing complexity of the environment, and the high level of competition at the local and international levels, which has become the necessary means for the survival, continuity and growth of service banks. Research results through statistical analysis have shown that there is a significant correlation between banking marketing and competitive advantage . The results of the research through statistical analysis showed that there are significant impact relationships between the interpretative research variant (Bank marketing) and the Wemtghirha of responsiveness (competitive advantage). So a prime hypothesis has been set and four sub-hypotheses have branched out . attention to the application of the principles of banking marketing by paying attention to the application of their standards in order to address and reduce their career path. to emphasize the

importance of banking marketing for its effective impact to increase the competitive advantage and to obtain the largest area among organizations. The need to enhance the interest of the bank in question is to have sufficient knowledge to improve the competitive advantage efficiently and effectively through promoting the culture of marketing of good banking services, including the principles of modernity and speed of service, which is reflected in the improvement of the bank's performance and efficiency. In addition to strengthening policies that rely on modern and sophisticated standards to measure customer satisfaction, to promote the principle of collective action, to ensure wider participation by decision-making personnel and to make appropriate adjustments to promote the principle of cooperation in marketing.

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Positive Humor Patterns for Leaders and their Role in Promoting Wellness in the Workplace**An applied Study at Al-Kifel General Hospital-****Dr. Zaid Miteb Al Abbasi****Middle Euphrates Technical University****Technical Administrative College/Kufa****Abstract**

This study aims to show the effect and relation Positive humor styles of the leader in the wellness in workplace and a sample of (125) employees were taken in Al-Kefal Hospital. In order to achieve the objectives of the study, the analytical descriptive method was used. The questionnaire, which consisted of (24) items, was used as a main tool for collecting study data. A number of statistical methods were used to analyze the study variables and to test hypotheses. After analyzing the study data and hypotheses, a number of conclusions were reached and the most notably of them is the existence of a significant effect and relation of Positive humor styles in the wellness in workplace. A number of recommendations were based on the conclusions and the most important of which is the need to leaders to demonstrate positive humor styles because they have a great role in improving the psychology of workers and strengthening the relationship between the leaders and the subordinates.

Key words: Leadership, wellness in workplace, Affiliative humor, Self-enhancing humor.

Introduction

Many studies have indicated that humor in the workplace is an important and effective tool that organizations can adopt to improve the performance of employees by taking into account the spiritual, physical, emotional, mental, and social aspects of the work. Wisse and Rietzschel, 2014, noted that humor has profound effects on physiological, cognitive, emotional and behavioural responses, and it makes sense that they significantly affect what happens in the workplace. Rucker, 2017 indicates that many organizations have provided their staff with specific programmes to improve working conditions with a view to reducing psychological and health problems and have expanded to include various sectors, including academia and private and public institutions, which provide significant benefits to the organization And staff. Therefore, it is necessary to take into account the social and psychological aspects which are the most important basics of improving the health in the workplace, so adopting positive patterns of humor is necessary to address psychological problems and to strengthen relations between employees and subordinates and commanders on the other hand and these problems represent The current study problem, the purpose of the study was to determine the effect of positive humor patterns for leaders in wellness in the workplace.

The Concept of the Leader Humor

Humor is a multifunctional management tool that can be used to achieve many goals (Romero and Cruthirds, 2006:58), and there are different viewpoints that describe humor and therefore there is no agreed general definition, so psychologists know leader humor as a method of verbal communication where the sender And the future encrypts and decrypts the connection respectively through an agreed and understandable process, this communication is aimed at entertaining the recipient (target), and this goal realizes that the contact humorous action is intentional (Peebles, 2015:34). Holmes) and Marra, 2002:1685) is known as the leader's humor as a social phenomenon used by individuals as a form of expression in all types of interaction, thus affecting the working environment (personnel, working groups, organizations), what is known (Petraki and Ramayanti, 2018:11) humor as Cases performed by individuals to entertain each other include both verbal attempts at the

spirit of humor. As well as Goswami et al., 2016:1084), humor is defined as a characteristic associated with attempts to entertain others and this leads to increased cohesion and reduced tension.

The leaders of humor seek to make individuals feel better about their situation, and humor may be competitive or cooperative and it is useful to separate the positive type of the negative and the self-directed and personal (Magnus et al., 2018:699), and indicates (Magnus and Glew, 2012:135) that humor The commander is associated with job satisfaction, the cohesion of the Working Group, as well as it leads to low fatigue, stress and withdrawal from work, and leads the supervisor humor to enhance the performance of subordinate work, and sees (Romero and Cruthirds, 2006:58) that managers can use humor to reduce tension Strengthen leadership and group cohesion, achieve effective communication and creativity, and strengthen organizational culture.

Positive Patterns of Humor

(Martin et al., 2003:53) pointed out that aggressive humor harms relations with others, as it is positively linked to nervousness, especially anger and hostility, so this pattern negatively affects the basic element of wellness in the workplace, which is after social relations, and the humor of self defeat They are positively associated with nervousness and negative emotions such as depression and anxiety, and are negatively related to relationship satisfaction, psychological well-being and self-esteem, so this pattern negatively affects the psychological and personal aspects that are the basic dimensions of wellness in the workplace, so the humor Affiliation and self-enhancement humor are positive humour patterns (Martin et al., 2003:53), so this study will focus on the positive patterns of humor that are expected to enhance wellness in the workplace:

1-Humor Affiliation (correlation): In this mode individuals engage in spontaneous banter to entertain others to promote and support relationships with co-workers, as well as reduce stress and reduce stress, that this pattern emphasizes self and promotes cohesion among people (Martin et al., 2003:53) This pattern is expected to be associated with Humor is positive with joy and self-esteem, relationship satisfaction, and the promotion of positive, emotional and mostly psychological relationships and then the promotion of wellness in the workplace.

2-Self-enhancement humor: This dimension includes the tendency of the individual to be amused with the contradictions in life, and to preserve the sense of humor even in situations of stress or stress (Marín et al., 2018:193), in this style humor is used as an emotional organization or a healthy defensive mechanism that allows an individual to avoid emotions Negative. Compared to the affiliation humor, this style of humor has more emphasis on personality and therefore is not expected to be strongly associated with the delight (Martin et al., 2003:53), and is expected that this dimension is negatively associated with negative emotions such as depression and anxiety, and is positively linked to openness to Experience, self-esteem and psychological well-being and then with enhanced wellness.

The concept of wellness in the workplace

The concept of wellness in the workplace emerged after World War II with employees facing harsh working conditions affecting their health, and the initial concept of wellness movement focused on wellness not only due to the absence of disease but also to the general wellbeing of individuals (Kunte, 2016:334). Over the past 25 years, organizations have adopted wellness programmes in an effort to develop highly qualified staff (Parks and Steelman, 2008:58).

Although health and wellness are closely linked and cannot be one without the other, they are two different concepts. According to the World Health Organization (WHO), wellness involves a state of complete physical, mental and social health and not just the absence of disease. Wellness is an individual and active process that is carried out to live and maintain a healthier life, as the ultimate goal in promoting individual health is to make wellness an active process where an individual can learn healthy habits, and as a result choices are made towards achieving a better quality of life (Medina et al. , 2018:4, organizations have recognized the value of taking steps to retain staff and improve productivity by contributing to their mental and physical well-being during the latter part of the 20th century (Methuku et al., 2011:18), and sees (Berry et al., 2010:5) that the wellness program reduces costs, Increase productivity and boost morale. Skilled manpower, highly optimized processes and increasing demands for timely delivery of products have helped organizations recognize the particular nature of the worker's resource (Georgakopoulos and Kelly, 2017:4) .Known (Methuku et al., 2011:18), Horton and

O'alloden, 2011:287)) wellness in the workplace as a deliberate process that makes individuals indulge in improving their wellbeing: physical, social, emotional, professional and spiritual. Sieberhagen et al., 2011:1) defines wellness in the workplace as a multidimensional condition that describes the existence of positive health in an individual such as quality of life and a sense of wellness. Also known as Zula, 2014:738 Wellness in the workplace is a programme organized and sponsored by the organization that is designed to support employees in their adoption of sustainable behaviours that reduce health risks, improve staff effectiveness and thus improve the financial position of the Organization. Well known as Miller et al. , 2016:2) wellness in the workplace as a strategic integration of the business needs and personal needs needed to optimize the wellbeing of the individual and the organization. Bennett, 2018:9 Health in the workplace is defined as a set of programs and standards that aim to assess the wellbeing of the individual within multiple dimensions, especially the body, mind and soul in full.

Study problem

Georgakopoulos and Kelly, 2017, pointed out that there are multiple dimensions that play a prominent role in providing an ideal environment for action, as it represents a solid basis for workers to show all their abilities, and these dimensions are social relations between workers, psychological aspects of workers, spiritual aspects And emotional, therefore, the lack of consideration of these variables will generate serious negative effects that are generally reflected on the organization, as the relations between workers, as well as psychological aspects are one of the cornerstones of the realization of wellness in the workplace which can be preserved and strengthened through positive patterns As noted (Eleni and Ramayanti, 2018), the problem of the study was to answer the following questions:

1. What is the nature of the relationship between positive patterns of humor and wellness in the workplace?
2. Does the positive patterns of the humor have an impact on the workplace?

3. Do the positive patterns of humor have an impact on the relations between leaders and subordinates?

Importance of the study

The importance of the study is its contribution to enriching the literature in the field of human resources management. In addition, this study is one of the first studies to examine the impact of positive humor patterns of leaders in the workplace, as well as the importance of the study by providing a better understanding of the positive patterns of humour and its reflection on self-promotion and support and improvement of relations between the co-workers.

Objectives of the study

The study aims to formulate a theoretical framework about humor and its positive patterns and wellness in the workplace, the study also aims to illustrate the impact of the positive patterns of leaders in the workplace, and explore the relationship between positive patterns and wellness in the workplace, in addition aims Study to design a model that connects (affiliate humor, self-promoting humor) and wellness in the workplace.

Study hypotheses

The first major premise: there is a positive correlation that is morally meaningful between the positive patterns of the leader and the wellness in the workplace. The first major premise stems from the following sub-hypotheses:

1. There is a positive correlation of moral significance between the humor of Affiliation (association) and wellness in the workplace .
2. There is a positive correlation of moral significance between self-promoting humor and wellness in the workplace.

The second major premise: there is a positive and meaningful influence on the positive patterns of leadership humor in the workplace. The second major premise stems from the following sub-hypotheses:

1. There is a positive impact relationship that is morally meaningful to the humor of affiliation in the workplace .
2. There is a positive and morally meaningful relationship to self-promoting humor in wellness in the workplace.

Hypothetical study scheme

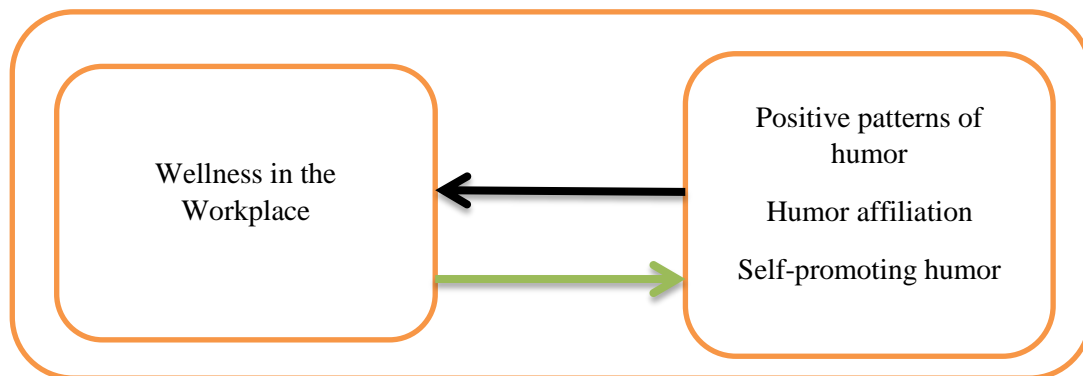


Figure (1) The theoretical outline of the study

Source: Researcher preparation based on study methodology

Sample study

The sample study is as shown in the table below:

Table (1) Sample study

Sex	Male	Female	Total number
Number	80	45	125
Age	Most respondents were confined to the age of 25-45 years		125
Years of Service	1-25 years		125

Source: Researcher preparation based on study methodology

Statistical description of study variables

In this paragraph, the level of the study variables represented by (positive patterns of loss and wellness in the workplace) is defined by the use of arithmetic mean, standard deviation and the percentage weight, since each dimension gets the middle of my account less than (3) default medium or a percentage less than (60%) It is rejected.

Table (2) Statistical description of the positive pattern paragraphs of the Falkaha

	Variable	arrangement	Percentage weight%	Standard deviation	Arithmetic mean	Paragraphs
1	Humor affiliation	3	0.67	0.95	3.35	i1
2		2	0.70	1.12	3.48	i2
3		1	0.71	1.06	3.55	i3
4		4	0.65	1.03	3.26	i4
5		5	0.64	0.98	3.19	i5
6		6	0.63	0.93	3.06	i6
7		7	0.61	0.91	3.04	i7
8		8	0.60	0.90	3.02	i8
1	Self-promoting humor	1	0.75	0.82	3.74	i9
2		2	0.73	0.80	3.65	i10
3		3	0.66	0.65	3.32	i11
4		5	0.63	0.64	3.16	i12
5		6	0.62	1.03	3.03	i13
6		4	0.65	1.12	3.23	i14
7		7	0.61	1.05	3.01	i15
8		8	0.60	1.07	3.00	i16

Source: Researcher Meter based on the output of the electronic calculator

Table (3) Summary of the statistical description of the variant of the positive pattern of the Falkaha

	Independent dimensions	Arithmetic mean	Standard deviation	%Percentage weight	arrangement
1	Humor affiliation	3.24	0.65	1.01	2
2	Self-promoting humor	3.26	0.66	0.84	1
3	Positive patterns of humor	3.25	0.66	0.94	

Source: Researcher Meter based on the output of the electronic calculator

Table 3 shows the following:

- ❖ achieved after humor the affiliation of the respondents sample in the middle of my account capacity (3.24), with a standard deviation reached (1.01), and a Celsius weight (65%), and came in the second order.
- ❖ The arithmetic mean of the dimension humor Self-promotion (3.26), with a standard deviation reached (0.84), while the percentage weight reached (66%), this dimension came in the first order.

Table (4) Statistical description of the health variable in the workplace

	Paragraphs	Arithmetic mean	Standard deviation	Percentage weight%	arrangement
1	i17	3.45	0.89	0.69	5
2	i18	3.42	0.85	0.68	7
3	i19	3.52	0.68	0.70	2
4	i20	3.23	1.02	0.65	8
5	i21	3.55	0.99	0.71	1
6	i22	3.48	0.77	0.70	3
7	i23	3.39	0.80	0.68	6
8	i24	3.48	0.96	0.70	4
	On the overall level of wellness in the workplace	3.44	0.90	0.68	

Source: Researcher Meter based on the output of the electronic calculator

According to table (4), the dependent variable (wellness in the workplace) of the respondents sample achieved the median of arithmetic (3.44), a standard deviation (0.90), and a percentage (68%) .

Correlation Analysis

This paragraph focuses on the study of the strength and direction of the relationship between the independent variant (positive patterns of leader humor) and the dependent variable (wellness in the workplace), and the Pearson correlation coefficient was used to measure the relationship between study variables. The following is a presentation and discussion of the results of testing the correlation relationships between my agency study variables : The first main premise of the study referred to (the existence of a moral correlation between the positive patterns of leadership humor and wellness in the workplace at the macro level), and this hypothesis branched out sub-hypotheses that will be tested and supported by the hypothetical study scheme:

Table (5) matrix of correlation relationships between study variables

Independent dimensions	Wellness in the Workplace	
	Moral level	Correlation coefficient
Humor affiliation	0.000	0.88
Self-promoting humor	0.000	0.76
Positive patterns of humor	0.000	0.82

Source: Researcher Meter based on the output of the electronic calculator

1. The first major premise: This hypothesis indicates that there is a moral correlation between the positive patterns of leadership humor and wellness in the workplace at the macro level. According to table (5), the amount of correlation between the two variables was found to be (0.82) and positive, and in order to ascertain the morale of the relationship between these two variables, the correlation coefficient was morally tested with a standard of morale (0.05) and confidence limits (0.95), and the level of morale achieved is (0.000) and this confirms The morale of the relationship between the two variables at the level of this study, and according to these results accept this hypothesis.

Sub-hypothesis 1: This hypothesis indicated a positive moral correlation between the humor of affiliation and wellness at the workplace at the macro level. When linking the paragraphs for the two variables and through the application of the correlation coefficient, the results indicate, as in table (5), that there is a correlation between the two variables (0.88) and positive, and with a view to ascertaining the morale of the relationship between these two variables, the correlation coefficient was tested by a moral standard (0.05) with confidence limits (0.95), and that the level of morale achieved is (0.000) this confirms the morale of the relationship between the two variables at the level of this study, and according to these results accept this hypothesis.

-Second sub-hypothesis: This hypothesis indicated a positive moral correlation between self-enhancement humor and wellness in the workplace at the macro level. When linking the paragraphs for the two variables and through the application of the correlation coefficient, the results indicate, as in table (5), that the correlation between the two variables has reached (0.76) and positive, and with a view to ascertaining the morale of the relationship between these two variables, the correlation coefficient was morally tested by

a moral level measure (0.05 And with confidence limits (0.95), and that the level of morale achieved is (0.000) this confirms the morale of the relationship between the two variables at the level of this study, and according to these results accept this hypothesis.

Results of impact relationships between search variables

In the preceding paragraph (Analysis of link relationships), the direction and strength of correlation relationships between study variables was determined and there were (3) positive moral bonds, but it did not specify the effect of these relationships, so the discussion of the results of the analysis and testing of the impact relationships between Study variables, as stipulated in the main effect hypothesis (that there is a moral effect of the positive patterns of the leader's humor in wellness in the workplace) and the sub-hypotheses emanating therefrom and will be tested according to the hypothetical study scheme:

1. Second main premise: this hypothesis indicated a moral influence of positive humor patterns in the workplace at the macro level. Table 6 shows the results of the test of impact relationships between study variables

Table (6) Results of analysis of the effect of positive patterns of humor in health in the workplace

Wellness in the Workplace								Variables
P Value	T	Beta	Morale Regression model	P Value	F	R ² Rate	Hard (a)	
0.000	11.9	0.89		0.000	142.6	.79	0.49	Positive patterns of humor

Source: Researcher Meter based on the output of the electronic calculator

According to table (6), the modified selection coefficient (Adjusted R2) indicates that the percentage of the interpreter of the positive patterns of the health in the workplace reached (79%) This is an acceptable ratio indicating that (79%) of the total differences in health in the workplace are determined by the positive patterns of humor and the remaining percentage (21%) represents the contribution ratio of uncontrolled random variables.

Moreover, the calculated value (F) (142.6), which is a moral at 0.05, indicates that the regression model (regression equation) is acceptable and explains the relationship between the positive patterns of humor and wellness in the workplace. The value of the regression coefficient (Beta) between them amounted to (0.89) and was tested by a test (T) where the calculated value (11.9), and based on these results accept this hypothesis at the level of this study.

2. Sub-hypothesis testing: To inform this hypothesis that there is a significant impact relationship of positive patterns of leadership humor in the workplace. Table 7 shows the results of the test of impact relationships.

Table (7) Results of analysis of the effect of the humor of affiliation and self-enhancement in the workplace

Wellness in the Workplace							Variables
P. Value	T	Beta	P Value	F	R ²	(a)	
0.000	12.5	0.88	0.000	160.4	0.81	1.15	Humor affiliation
0.000	6.17	0.71					Self-promoting humor

Source: Researcher Meter based on the output of the electronic calculator

According to table (7) The modified selection coefficient (Adjusted R2) indicates that the percentage of the interpreter of the positive patterns of the impairment in health in the workplace reached (81%) This is an acceptable percentage indicating that (81%) The overall differences in wellness in the workplace are determined by the positive patterns of humor and the remaining percentage (19%). Represents the contribution ratio of uncontrolled random variables. The calculated value (F) (160.4), which indicates that the regression model (regression equation) is acceptable, explains the relationship between the positive patterns of humor and wellness in the workplace.

Sub-hypothesis 1: There is a moral effect of the humor of affiliation in the workplace at the macro level. According to table (7), the value (T) calculated at the study sample level is 12.5 and is greater than its tabular value (1.96)

The value of the marginal inclination of the affiliation humor at the level of the study sample ($B1 = 0.88$) and the accompanying ($X1$) indicates that a change of (1) in the humor of affiliation leads to a positive change in health in the workplace, and on the basis of these results accept this hypothesis.

-Second sub-hypothesis: There is an effect of self-enhancement humor in wellness in the workplace at the macro level. According to table (7), the value of T calculated at the level of the study sample was (6.17) and is greater than its tabular value (1.96).

The value of the marginal inclination of self-enhancement humor at the level of the study sample has reached ($B2 = 0.71$) and accompanying ($X2$) it indicates that a change of (1) in self-promoting humor leads to a positive change in the health of the workplace, and on the basis of these results accept this hypothesis.

Conclusions

Based on the findings of the study, the following conclusions were formulated:

1. There is a positive correlation between the positive patterns of leadership humor and wellness in the workplace.
2. A positive effect has been achieved between the positive patterns of leadership humor and wellness in the workplace.
3. The humor of affiliation enjoyed by leaders leads to the strengthening of the workplace.
4. Self-enhancement humor plays a positive role in improving wellness in the workplace.
5. The workplace has a positive impact on improving relations between superiors and subordinates, and this improves working conditions.

Recommendations

Based on the conclusions reached, the study proposes a set of recommendations that benefit the respondents organization, as follows:

1. The need for the respondents organization to establish programmes and educational courses to demonstrate the positive role of the workplace.

2. The need to adopt clear strategies through which to instil a culture of humor and fun in the workplace because these variables have a prominent role in creating an ideal working environment for employees to demonstrate their abilities.
3. The need for the leaders of the respondents organization to demonstrate the humor of affiliation because of its positive role in promoting relations in the workplace and its positive reflection on the morale of the workers.
4. The need to adopt self-promoting humor in the workplace because of its positive role in the face of the stress and stress that affects the working individual as a result of working conditions.
5. The study recommends the provision of an entertaining working environment for workers, as this leads to greater harmony between superiors and subordinates and thus increased wellness in the workplace.

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Geopolitical Introduction to Asia Pacific

Dr. Abla MAZOUZI

Assistant Professor

Mohammed Boudiaf University

Msila, Algeria

Translated by Asma Kebiri

Abstract

The Asia-Pacific region is one of the areas that have attracted the interest of many researchers in the fields of Asian studies and international political studies. The main factors in the region are the first important point that attracted researcher's attention. The presence of the major powers in the region, namely the USA, China and Japan, raises many questions about the nature of interactions between these countries, and whether they take cooperative or confrontational form.

Key Words: Asia-Pacific region, international political studies, interactions.

Introduction

As it was previously highlighted, the presence of such a large number of acting powers in the region presents us with many challenges that may be one of the most essential sources of either conflict or agreement between these countries. The nature of the region, its economic importance, the power of each country as well as the form that alliances take motivates the curiosity of any researcher in the field of international relations. Thus, this paper aims at raising the following problematics: What is the nature of the global political complications existing in the Asia-Pacific region?

In Order to answer the previous question, the following points will be tackled:

- The overall context of the Asia-Pacific region, and
- Some theoretical approaches to explain East Asian economic privacy

1. The overall context of the Asia-Pacific region

In our introduction to the Asia-Pacific region, there is an urgent need to define the region. In fact, it is often defined according to special purposes. Thus, we will try to precise its definition by addressing all its different aspects. It will be, then, defined in terms of terminology, geography, economy and culture.

1.1. Conceptual Understanding of the Term Asia and the Pacific

The name of the region varies according to how many other countries classify it. The term Asia Pacific dates back to the period from 1960 to 1970, and several countries contributed to coin the term such as the United States, Japan and Australia. These countries do not deny 'East Asia' as a term that defines the region geographically and historically ((McDougall, 2007).

Identifying the region and defining it was a topic of debate among powerful countries. For example, Britain considers China, Japan and Korea as the "Far East," while Australia, New Zealand and a number of small islands in the Pacific Ocean are classified as "Far East and Pacific". On the other hand, the way that the United States and Japan view the concept varies since they consider it "Asia-Pacific". This concept, then, allows the United States to play a key role in the region, and allows Japan to establish a Japanese identity throughout the whole region rather than only Asia (Rebei, 2007).

From a political perspective, the term "Asia and the Pacific" legitimizes the United States' involvement in East Asian affairs. The United States cannot be described as an Asian power; however, its great participation in the Pacific justifies the fact of being considered a part of the region of Asia and the Pacific (McDougall, 2007). Consequently, the term "Asia-Pacific" enables the United States to be a key factor in most of the region's interactions.

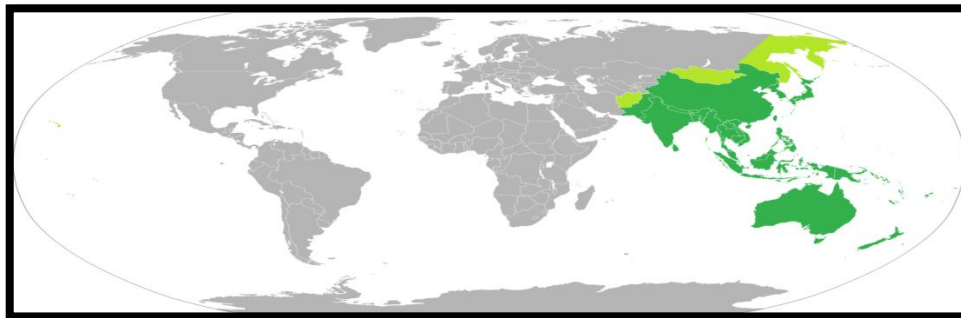
Historical sources point out that the term "East Asia" dates back to World War II where it was used by the Allies. It is rooted in Japanese thought about the big East Asia. It became popular when Malaysian Prime Minister Mahathir Mohammad used the term at "the Economic Conference for East Asia" and according to him, East Asia is "*A crescent of prosperous nations stretching from Northeast Asia to Southeast Asia ... from Tokyo to Jakarta*" (as cited in Rebei, 2007, p.157).

1.2. Geographical Characteristics of the Region

The ECO ASIA Project shows that the Asia-Pacific region has wide dimensions extending north to Mongolia, south to New Zealand, east to the islands of Oceania,

west to Pakistan. It also includes enormous variation in climate and topography, from the tropics to the Arctic, and from the Himalayas to the coral reefs, as illustrated by the following map:

Map 1: The Region of Asia and the Pacific



Source :

https://ar.wikipedia.org/wiki/%D8%A2%D8%B3%D9%8A%D8%A7_%D9%88%D8%A7%D9%84%D9%85%D8%AD%D9%8A%D8%B7_%D8%A7%D9%84%D9%87%D8%A7%D8%AF%D8%A6#/media/File:Asia-Pacific.png

Stuart Harris states that there are two notions for East Asia, if referred to as East Asian. The first notion is reflected in the Pacific Cooperation Forum (APEC), which includes East Asia, Pacific Europe (Australia and New Zealand), North America, Chile, Peru and Russia. The second narrow geographical notion is reflected in the Asian-European meeting and concerns the ASEAN (The Association of Southeast Asian Nations), China, Japan and Korea (Rebei, 2007).

Ecologically speaking, the Asia-Pacific region represents a unique and diverse natural environment, stretching from the Pacific Ocean to the South China Sea, and from the Indian Ocean to the South Pole in the South. This means that there is climate diversity in the region, ranging from tropical climates to temperate climates.

However, topographically speaking, the Asia-Pacific region is characterized by the highest mountain peaks in the Himalayas ("the roof of the world") and the deepest ocean in the Sulu Sea.

The region can be geographically divided into continental, archipelagic and small island ecosystems. The region has an important marine environment, and experts predict a long-term impact of land-based ecosystem activities on the marine ecosystem. This trend is common in coastal and interdependent countries where countries share water bodies. Since there is a large diversity of the land and marine ecosystems of Asia and the Pacific, the entire region contains the greatest biological diversity on Earth; which means that the Asia-Pacific Partnership can be an important economic source for the region in the future.

1.3. Economical Characteristics of the Region

Over the past twenty years, the Asia-Pacific region has continued to maintain high economic growth rates, beyond those in other regions. Thus, it became known as the "growth center" of the global economy. It is expected to continue to have the highest growth rates in the world and serve as the engine of the world's future economy. The region is characterized by greater population growth, stronger economic growth, rich diversity in the social, economic and natural environment, and abundant natural resources including rainforests and marine products. In recent years, a new wave of economic growth centered around the economic sphere in Huanan (southern China), accelerating trade within the region and increasing interregional integration, have joined these salient features.

The countries of the region differ in the level of economic growth. While Australia, Japan, the Republic of Korea, New Zealand and Singapore are classified as high industrialized countries, Bangladesh, Cambodia, China, India, Pakistan and Vietnam are considered as low-income countries. Indonesia and the Philippines can be classified as middle-income countries, however, Thailand and Malaysia as high-income countries.

While economies grow in East Asia, outside policies about trade liberalization and reduction of foreign capital restrictions stimulate trade and investment activities and drive export-led growth. In the sequence starting from Nice and continuing with the ASEAN and China members, in this system, countries that lagged in the beginning of economic growth can catch up with those waiting for them. A particularly noticeable trend in the region is the continuous spontaneous formation and development of many economic fields, for example, Huanan and The Yellow Sea. These sub-relations are revealed without any special regulatory provisions or formal decisions, and emphasize the vitality of the private sector in the region.

The gradual emergence of economic relations among the countries of the region, and expecting that these linkages will increase if not hindered, have already become the main drivers of cooperation leading to semi-formal processes to facilitate cooperation. In terms of employment, until 1997, both ASEAN and APEC were their trade within the region. In 1997, 71% of APEC trade was intraregional and 19% of ASEAN trade was among ASEAN members (Rebei, 2007). In 1991, gross domestic product (GDP) in the region reached US \$ 3.481 trillion, accounting for about one-sixth of world GDP. While the average real GDP growth rate for the world as a whole was 2.3% in 1993, United Nations' estimates put the corresponding rate for developing countries who are members of the Economic and Social Commission of Asia and the Pacific for the same year at 6.7 %. The Asia-

Pacific general economic growth is moving faster than any other regional economy and is expected to be larger than that of Western Europe and to be equal to the economy of the Americas (in the north and south) by 2025.

1.4. Cultural Characteristics of the Region

The high degree of cultural diversity that characterizes the Asia-Pacific region comes from the fact of accepting economic development and the impact of civilization while preserving the original ethnic culture. Japan was deeply affected by the Chinese civilization that entered Japan via the Korean Peninsula and incorporated a range of Chinese technologies and institutions. However, indigenous culture was not abandoned at the same time; instead, it was able to coexist with an imported civilization. Other similarities can be seen in the region, for example, between India and the island of Bali in Indonesia. The languages spoken in Indonesia, Malaysia and the Philippines belong to the same language family, all of which are associated with those spoken in the Pacific, and thus the Malay-Polynesian term. Indigenous peoples in Australia and New Zealand have deep linguistic links to this language.

The culture of original inhabitants is a crystallized wisdom accumulated through life in harmony with nature in the area concerned. All regions of the Asia-Pacific region have been able to enrich cultures that integrate indigenous ones with new ones, and this is believed to be the main reason that the rich natural environment in the region remains relatively intact.

2. Some theoretical approaches explaining East Asian economic privacy

The Asia-Pacific region faces many issues that are an important part of global politics, and relates the United States, China and Japan to each other across the region. The United States dominated the region a lot during 1945 and the situation was more strengthened after the end of the Cold War. Besides, China is a factor that

raises many challenges, especially as it is one of the countries that started to modernize its economic programs in the late seventies, which makes it grow steadily. This puts it in direct confrontation with the United States of America; which may be a confrontation in a form of cooperation or in a form of collision (McDougall, 2007).

In the same context, Japan's economic growth and considering it the second economic power in the world with the tension that these countries witness are all reflections of the international and political complexities in the Asia-Pacific region. Attention is given to this type of studies because of their interactions which may create a lot of complications in international policies. This has made the economic development of the region discussed by many theorists of international relations. Thus, some theoretical discussions on the economic development of the region by Huntington, Fukuyama and Brzezinski will be exposed.

2.1. The Approach of the Clash of Civilizations to Samuel Huntington

Huntington is considered as one of the most important theorists in East Asia and the Pacific. He believes that the great economic growth of the region was one of the most important developments in the world in the second half of the 20th century compared to the economic growth of Western countries. The speed of this transformation was astonishing, according to Huntington, who considers that

Britain and the United States spent 58 years and 37 years respectively to double their average per capita income, while Japan managed to do so in 33 years, Indonesia in 14 years, South Korea in 11 years and China in 10 years (Rebei, 2007).

The cultural diversity and the pride of the peoples of the region concerning their values and ways of life over those of the West is due to their economic superiority, which was an important factor in the promotion of these values. Therefore, there is a kind of Asian challenge globally fueled by common cultural values (Confucianism), despite the differences in civilizations in the region from Chinese, Japanese, And Islamic and which imposed on the West a kind of understanding for such excellence and uniqueness in the countries of the region that allowed the Western model to penetrate but without losing its identity. Japan chose a reform strategy to reconcile between this model and the cultural specificities of countries and became an example challenging the Western model that dominated for year. Thus, Huntington stressed the fact that the specificity of the Asian model complicated global policies, but he explained that the region lacks an organizational and institutional structure compared to Europe; with the exception of ASEAN, whose complementary experience is still at the beginning, and considered it too soon to speak about the APEC model (Huntington, 1990).

2.2. Francis Fukuyama's Approach

Fukuyama believes that the economic and unilateral miracle of the Asia-Pacific countries is the end of the theory of subordination. The economic success achieved indicates that capitalism is a clear path to the economic development

available to all countries. There is a relationship between economic development and liberal democracy because being behind the Third World countries, as the theory of dependency claims, the participation of the few developed countries in the global capitalist system is how to explain the apparent economic growth in countries such as South Korea, Taiwan, Hong Kong and Malaysia (Fukuyama, 1993). This is a clear confirmation of Fukuyama that the success of the Asian model was linked to the Western liberal model that established the beginning of good economic growth thanks to the mechanics provided by this model and the countries of the region succeeded in installing it in their economic institutions.

However, the success of the Asians is a threat to the Western model, according to Fukuyama. The danger that may arise from national autocratic groups which see the success of their economic experience as the result of the values of the Asian individual in the work and the spirit of the community in Confucian societies affected by their religious and cultural identity, and which are incompatible with the requirements of the liberal model that gives the individual priority over the group (Rebei, 2007).

2.3. Zegenio Brzezinski's Approach

Brzezinski's thinking is based on the real trend. He believes that the geographical, demographic and military superiority of the region and the existence of some important forces represent a great threat to the United States of America, especially that the region is considered as one of the most important regions in the world in terms of containing energy resources. The cultural model of the region is also a challenge to the Western model, and this region may be the point of clash between the competing major powers (Brzezinski, 2000).

In his geopolitical division of the world, Brzezinski kept the Asia-Pacific region under American control because the United States' bases would remain in Japan and South Korea for the rest of the decade. He also believed that the rise of China would create a kind of tension especially in its relations with Japan, which creates a type of instability within the region. As Brzezinski sees it, China can only gain global influence once it becomes a regional power while Japan can gain influence if it abandons its pursuit of regional influence first because there is a "regional aversion" to Japan because of its colonizing past ((Rebei, 2007).

The creation of regional stability, according to Brzezinski, will only be achieved through a Japanese-Korean reconciliation, which will facilitate the permanent American presence in East Asia after the unification of Korea. Brzezinski also sees that "The Asian values" promoted by the official speakers from Singapore to China are anti-Western, anti-democratic, and not necessarily Asian since Indian democracy refutes the notion that "human rights" and "democracy" are exclusive to the West.

Thus, each of the previous theoretical models explained the status of the Asia-Pacific region. Huntington stressed that this region is the source of conflict between Western and Eastern civilizations, while Fukuyama talked about the importance of economic miracle in this region and its specificity that threatens the liberal Western model. On the other hand, Brzezinski spoke about the need for the United States to dominate the region in anticipation of the strong rise of some forces such as China and Japan. The tense relations between the two countries confirm their pursuit of regional uniqueness, which can create complications in the US global policies in the future.

Conclusion

The Asia-Pacific region is considered to be the next competitive area, because it has a strategic depth, as well as a combination of civilizations, the economic weight, and its proximity to the most vital regions of the world. This region also gains its significance from a very important point, since it contains various active factors in international politics, which makes controlling them the key to control the world. The result of this perception is reflected in US movements in order to achieve this, through the establishment of economic and political organizations and partnerships to create a new regional character to the region in order to compete with the main forces in the region and try to embrace the rise of one of these powers with its participation in the region, and this is one of the most important works of Zegenio Brzezinski.

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