

Is the implementation of ISO14055:2017 contributing in improving strategic performance? A case study of Al-Najaf Agriculture Directorate.

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- **Abstract:** This study explores the role of implementing ISO14055:2017 in improving strategic performance in Al-Najaf Agriculture Directorate as it faces many problems related to desertification, which affects its current and perhaps its strategic performance. Therefore, the current study attempts to apply ISO4055:2017 to test the extent of its contribution to improving strategic performance through four indicators (finance, customers, internal operations, and learning and growth indicator). The qualitative approach has been used to collect and analyze data, specifically, interviews and document analysis. Interviews were conducted with (28) directors and experts. The 20 documents have been chosen from administrative positions. The authors used the interpretative way to reach the most valuable results. The findings of the study indicate that the scope of ISO14055:2017 supports some strategic performance indicators, specifically, learning and growth indicator, and Internal operation indicator. In contrast, it provides limited support for some other strategic performance indicators, which may be due to its weak financial or technical capabilities. The study also showed that the limited support might affect the strategic performance. This is reflected in the limited support of ISO14055:2017 for the financial performance and the internal operations indicators.
- **Keywords:** implementing, ISO, Desertification, indicators, Interviews, interpretative, Capabilities,