

Investing effective leadership in improving strategic response A sample of public universities in the city of Baghdad.

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- **Abstract:** The current research aims to test the relationship between effective leadership as an independent variable in the strategic response as an approved variable for a sample of public universities in the city of Baghdad, as well as diagnosing the level of Universities' interest in research variables and their dimensions, to come up with a set of recommendations that contribute to improving their practice and adoption of these variables, and based on the modernity Variables and their urgent importance for Universities and their staff on the one hand, and society on the other hand, and an orientation to serve the objectives of the research adopted the descriptive exploratory approach for that purpose, as the application of the current research included four Universities (University of Baghdad, Al-Mustansiriya University, Al-Nahrain University, Iraqia University), and the research sample was It is necessary to survey their opinions about the variables of the research intentionally, which included (146) of the leaders of some of its scientific and humanitarian faculties (Dean of the College, Associate Dean, Head of the Department) exclusively and comprehensively. The relationships targeted by the research, so I recovered (142) of them, and when unloading them, the valid ones for statistical analysis were (135) views, and the questionnaire was supplemented with data and questionnaire Limited moments and interviews, while the research used statistical programs (AMOS V.25- SPSS V.26) to analyze the primary data, with the adoption of descriptive and inferential statistics methods represented in (Normal Distribution test, Exploratory Factor Analysis, Confirmatory Factor Analysis, Validity and Reliability test, Mean, Standard Deviation, Relative Difference Coefficient, Relative Importance, Pearson Correlation Coefficient, Multiple Linear Regression Coefficient, ANOVA test) to test the five research hypotheses emanating from the main questions, and the statistical analysis showed a number of results, most notably the absence of differences In the answers of the sample according to the University or according to the type of College on the existence of effect of Effective Leadership in the Strategic Response, Especially through Empowerment and Delegation, with no investment in other dimensions, the research puts some necessary recommendations and mechanisms necessary to avoid cases of reluctance.
- **Keywords:** effective leadership, strategic response, strategic flexibility

