



Sudan University of Science and Technology

Collage of Graduate Studies

Deanship of Development and Quality



**Role Of People Criterion in Improving the Performance
Based on the EFQM 2013 Excellence Model**

A case Study Zain Sudan Telecommunication Company

**دور معيار العاملين في تحسين الأداء وفقا لنموذج التميز الازوبي 2013
دراسة حالة (الشركة السودانية للهاتف السيار-زين)**

بحث تكميلي مقدم لنيل درجة الماجستير في إدارة
الجودة الشاملة والامتياز

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

الإستهلال

قال الله تعالى :

} وَقُلْ اَعْمَلُوا فَسَيَرَى اللّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ
إِلَىٰ عَالِمِ الْغَيْبِ وَالشَّهَادَةِ فَيُنبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ {

صدق الله العظيم

سورة التوبة الآية رقم : (105)

DEDICATION

I represent this effort to my parents for their continuous support and encouragement throughout the years.

To my brothers and sisters support me until I finished, special dedication to my sister Shima for her great help.

For everyone who taught me during learning stages.

For all whom had helped me from family and friends.

For everyone who was aiming for quality and excellence.

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ABSTRACT

This research aimed at studying the role of the people criterion in improving the performance based on the excellence model 2013 aCase Study zain Sudan Telecommunication Company.

The study followed the method of descriptive analysis and the researcher used the questionnaire to collect data, the studycommunity consisted of employees at zain Company, and the statistical analysis was conducted to test the hypotheses and analyze the results.

The most important results of the study showedtrains people and acquires the skills and knowledge require led to increasing productivity and performance improvement, and strongly positive relationship between reward, recognize and care of people and performance improvement and also strongly relationship between empowerment of people (give the people necessary authority to achieve required goals) and performance improvement.

The main recommendation of the study toadopt the methods and techniques of organizational excellence to ensure performance improvement and sustainable success.The importance of the organization to promote the culture of excellence through seminars, conferences and workshops that contribute to the development andperformance and support the top management throughout attention for excellence model and also efficient and effective use of resources, especially human resources so as an unlimited intellectual and creative potential.

المستخلص

هدف هذا البحث إلي دراسة دور معيار العاملين في تحسين الأداء وفقا لنموذج التميز 2013 في الشركة السودانية للهاتف السيار - زين .

اتبعت الدراسة منهج التحليل الوصفي, واستخدم الباحث الاستبانة لجمع البيانات وتكون مجتمع الدراسة من موظفي شركة زينوتم عمل التحليل الإحصائي لاختبار الفرضيات وتحليل بيانات الدراسة .

من أهم النتائج التي توصلت لها الدراسة الاهتمام بتدريب العاملين واكتساب المهارات والمعرفة المطلوبة يؤدي إلي زيادة الإنتاجية وتحسين الأداء, وتوجد علاقة قوية بين المنح, التقدير والاعتناء بالعاملين وتحسين الأداء, وأيضا توجد علاقة قوية بين تمكين العاملين (إعطاء الموظف الصلاحيات اللازمة لتحقيق الأهداف المطلوبة) وتحسين الأداء.

وأهم التوصيات الدراسة تبني تقنيات وأساليب التميز المؤسسي لضمان تحسين الأداء والنجاح المستمر, ونشر ثقافة التميز من خلال السمنارات, المؤتمرات وورش العمل التي تساعد في تطوير الأداء ودعم الإدارة العليا من خلال التركيز على نموذج التميزو أيضا الاستخدام الأمثل للموارد بكفاءة وفاعلية وخاصة المورد البشري باعتباره طاقة فكرية وإبداعية غير محدودة.

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