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The impact of strategic architecture on organizational prestige: Exploratory research in the Baqubah Municipality Directorate

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Abstract
The research aims to reveal the effect of the strategic architecture variable as an independent variable with its six dimensions: (future vision, customer centricity, harmony, knowledge management, dynamic capabilities, and organizational structure) on the organizational prestige variable as a dependent variable with its two dimensions: (Internal organizational prestige and external organizational prestige), among a sample of workers in the Baqubah Municipality Directorate. The research raised a fundamental question: What is the effect of strategic architecture on organizational prestige among a sample of workers in the Baqubah Municipality Directorate? The research seeks to prove the existence of two correlations and influences between strategic architecture in its dimensions and organizational prestige in its dimensions in the Baqubah Municipality Directorate, and we adopted the descriptive analytical approach. On the basis of this, the questionnaire was used as the main research tool in order to measure the level of application of the research variables. The study sample was random with (260) workers. To address the research problem, a set of statistical methods was adopted using (AMOS.V.24 & SPSS.V.26). It has been shown that there are two significant correlations and influences between strategic architecture in its dimensions and organizational prestige in its dimensions among a sample of workers in the Baqubah Municipality Directorate.

Keywords: Strategic architecture, organizational prestige, Baqubah Municipality Directorate

Introduction

Organizational prestige is one of the modern challenges facing government sector institutions in the current era. Therefore, these institutions must strive to achieve a balance between their goals and organizational structures, which requires the application of organizational prestige in them. In this context, strategic architecture has a crucial role in supporting and enhancing organizational prestige practices in the government sector, including the ability to develop, grow, and adapt to the challenges and changes surrounding the organization. The ability of strategic architecture to enhance, develop, and develop employees in the organization depends on initiative, innovation, and creativity as a type of effective means to support effective performance, determine the framework for dealing, enhance awareness of the requirements of the work environment, and encourage the adoption of organizational prestige behaviors and practices. Strategic architecture plays a stimulating role in enhancing awareness of organizational issues and encouraging employees in the organization to adopt organizational prestige. Through research on this topic, we aimed to understand how strategic architecture can build the driving and supporting force to adopt organizational prestige practices and achieve a balance between the organization's various requirements. Based on the above, the current research highlights the actual role that strategic architecture can play in building organizational prestige. Enhancing it and creating appropriate human resources to achieve this. In order to achieve the objectives of the research, it was divided into four chapters. The first dealt with the scientific methodology of the research and some previous cognitive efforts, while the second focused on the theoretical framework of the research and the third explained the applied aspect of the research. On the basis of that, the fourth chapter presented a set of conclusions and recommendations to be a complementary guide to the scientific journey of researchers, scholars, and specialists and interested people.

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The First Section: Field Research Methodology
This section deals with the methodology adopted in the current research, which we will present in detail, as follows:

First: the research problem
 Organizations face major challenges characterized by uncertainty and constant change, which has been imposed on them Adopting modern methods in selecting appropriate fields through which it can continue and achieve exceptional successes in its work. Hence, they should adopt innovative strategies that meet their needs In achieving its organizational prestige, as organizational prestige is an approach that organizations use in order to generate positive ideas about them, whether for internal or external audiences, through strategic investment of symbols, structures, and procedures in organizations to mainly influence the thoughts, feelings, and behaviors of stakeholders, and this is what can be achieved. Through strategic architecture. Close field experience gives indications of the limited attention to strategic architecture and organizational prestige in the Iraqi environment, and highlights the features of this problem in the Baqubah Municipality Directorate, as the researcher touched on it now by conducting an initial survey, which resulted in the weakness of the respondents' ability to find points of convergence for the two topics (the two concepts). From this standpoint, and in preparation for subsequent treatment, the research problem can be summarized in a main question, which is (What is the effect of strategic architecture on organizational prestige among a sample of workers in the Baqubah Municipality Directorate?

Second: Research objectives
The main objective of the research is to reveal the impact of strategic architecture in supporting organizational prestige in the Baqubah Municipality Directorate. Based on this objective, a group of other sub-objectives are determined, which are

1. Determine the level of strategic architecture and organizational prestige pursued by the Baqubah Municipality Directorate.
2. Identifying the strategic activities that the Baqubah Municipality Directorate can achieve organizational prestige as a result of adopting the strategic architecture.
3. Determine the extent to which strategic architecture contributes to building and achieving organizational prestige in the Baqubah Municipality Directorate.
4. Measuring the nature and type of the relationship of correlation and influence between strategic architecture and organizational prestige.

Third The Importance of the Research
The world is experiencing a global shift towards sustainability, and organizations play a key role in achieving this transformation. If it succeeds in adopting organizational prestige, it will contribute to protecting its advantage and resources. The importance of the research appears in the fact that it examines strategic architecture, which is considered one of the modern and important administrative concepts, and which has been little discussed in the Iraqi environment, despite the need for our organizations to apply it in order to raise the deteriorating reality in our government service sectors, and While highlighting the adoption of the concept of organizational prestige, the importance of field research

will be highlighted in trying to legislate laws to improve the work of the senior management of the Baqubah Municipality Directorate and develop them to address some of the negative phenomena to achieve organizational prestige in it. We can also provide solutions to the problems facing the Baqubah Municipality Directorate and its affiliated formations in an attempt to realize the value of the dimensions of strategic architecture and the role they play in solving those problems facing managers and workers alike.

Fourth: Hypothetical research plan
To answer the research questions, achieve its objectives, and test its hypotheses, we have adopted the following hypothetical scheme:
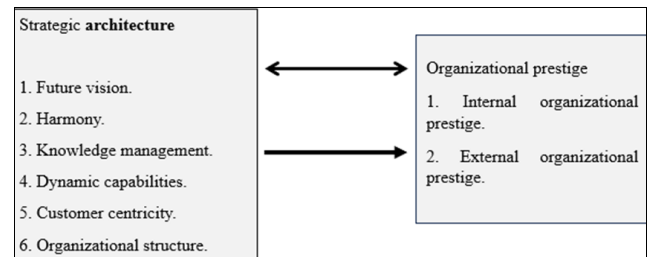

Fig 1: Hypothetical diagram of the research

Research Hypotheses
The research seeks to prove the following hypotheses
1. The first main hypothesis 1 H0: The ordinal importance of the dimensions of the two research variables varies depending on the nature of reliance on them in the Baqubah Municipality Directorate.
2. The second main hypothesis H02: There is no significant correlation between strategic architecture in its dimensions and organizational prestige in its dimensions in the Baqubah Municipality Directorate.
3. The third main hypothesis H03: There is no significant effect of strategic architecture in its dimensions on organizational prestige in its dimensions in the Baqubah Municipality Directorate.

Two dimensions were adopted, the first being the theoretical dimension, and we dealt with the research variables according to the two approaches (Inductive and deductive). As for the other, it takes the path of the applied dimension, as we followed the descriptive and analytical approach.

Eighth. The research community, its sample, and justifications for selection
The Baqubah Municipality Directorate represents the field of current research, and includes (800) employees. As for the research sample, we adopted the random sampling method to select the individuals studied. (270) questionnaires were distributed directly, but (10) questionnaires that were not suitable for analysis were excluded, leaving (260) questionnaires, which is a representative sample of its population, and the reason that called for choosing the application The current research in this department specifically is that the Baqubah Municipality Directorate plays a vital role in organizing local affairs, as it is responsible for providing basic services to citizens such as road and infrastructure maintenance, and waste management. It also works to organize construction and urban planning in cities, towns, sidewalks, and central

islands, as well as It seeks to support cultural and social life by supporting events and projects that enhance the social and recreational life of local residents, such as parks and recreational areas for families, and supporting the needs of citizens by distributing plots of land to eligible people from various segments of society.

Ninth. Methods of collecting data and information
In collecting research data sources and information, we relied on the following methods
A. Primary research tools: These include interviews: interviews were conducted with relevant people or experts to collect direct and detailed information. Field observation: behavior and events were observed and recorded in their context Natural and questionnaire: It is used to collect data from a wide sample of individuals.
B. Secondary research tools: This includes the use of pre-existing sources that contain publicly available information. It includes academic references, reports and studies, electronic databases, and the Internet.

Tenth. Methods of analyzing data and information
This paragraph is concerned with explaining the statistical methods that we used in our research in order to identify a group of important results, and then address the shortcomings that the Baqubah Municipality Directorate suffers from, through two statistical packages : the statistical package (SPSS.V.26) And the statistical package (AMOS.V.26).

The second section: The theoretical philosophical framework for the research variables
First. Strategic Architecture
The origins of strategic architecture go back to several studies in the field of organization management and business planning, which has witnessed continuous cognitive development. The first focus on strategic architecture dates back to the 1960s and 1970s, when researchers began to develop concepts and models that focus on achieving alignment between strategic objectives, organizational structure, and operations. The concept of strategic architecture was developed as an entry point for developing the organization's strategies by adopting the strategic approach to strategic alignment (Grave *et al*, 2021: 47) [10], as organizations focused on defining their strategies through strategic architecture to adapt to environmental changes and then developing them in a way that makes them more flexible to anticipate changes in The environment, and hence the use of strategic architecture contributed to the development of detailed plans that are necessary for the organization in order to control the contexts of its operations, both internal and external (Reyes *et al*, 2023: 1210) [32].

From this standpoint, it is possible to define the concept of strategic architecture according to the opinions of some researchers and writers and to identify different points of view in order to build a new concept of strategic architecture. Strategic architecture is defined as " a complex system that brings together various components within it that are interconnected, as these components include strategic technology, organizational culture, and organizational structure. It is also known as " Starting over, that is, from scratch, not reforming and restoring the existing situation or implementing patchwork operations or

solutions to improve work in the organization" (Hakimpoor, 2014: 87) [12]. (Mburu & Thuo, 2015: 59) [22] define it as " a means of developing strategic thinking among managers in The organization with the aim of realizing opportunities and investing in them in a way that improves the organization's performance." see it as " "The essential basis for proactively directing the organization's plans in order to achieve outstanding performance."
Prayoga (2019: 87) [29] sees it as " a means of developing the organization's internal financing on the basis of the internal and external factors of its competitive capabilities. " While (Primadewi *et al*, 2022: 448) [30] sees it as " a mechanism for building employees' perceptions and expectations of the organization's capabilities." It is also defined as " a set of competitive priorities aimed at improving the organization's strategic plans based on strategic suitability and building the organization's internal strength in line with market developments. " Based on the above, strategic architecture can be defined as "designing, planning, and organizing the general structure of the institution or organization in a way that supports the achievement of its goals." The strategy" (Wardiman & Syafrizal, 2023: 762) [39].

Strategic architecture has great importance in the management of organizations, and this importance appears from the financial and operational benefits that it can provide. The perspective of strategic architecture helps leaders work in light of strategic complexity to achieve simplicity in form and clarity of external and internal strategic levers, aspirations, and basic strategic options. Multiple scenarios, and central strategic objectives. It also helps in measuring success to guide the implementation of the strategy and its continuous renewal and innovations to make proactive strategic decisions through various dialogues with key stakeholders. (Al-Halawi and Abu Radan, 2023: 34) [40]. It also contributes to evaluating strategic feasibility and alignment between them. And extending strategic planning to information technology engineering. And achieving better returns on current information technology investment (Ungerer, 2019: 169) [37]. Determining the current and future strategic importance of relevant information resources and managing the technology life cycle proactively. Building a strong understanding of employee requirements, supporting external requirements and employee opinions, and investing in them in a way that achieves the organization's goals. (Hyysalo *et al*, 2017: 5) [15]

Based on the above, the importance of strategic architecture is evident in that it represents a guiding framework aimed at directing business organization in a comprehensive and strategic manner and improving it. Strategic architecture is also an important tool for organizations to achieve their goals and vision in the long term, as it helps guide and determine the direction of the company or institution, and enhances Understanding and consensus among all stakeholders by defining strategic goals and common values. In addition to improving operational capabilities through the systematic use of strategic architecture to analyze and improve operational processes, identify strengths and weaknesses, and achieve efficiency and effectiveness in the use of resources. It also contributes to adapting to changes, as organizations face continuous challenges and changes in the business environment, and strategic architecture helps in analyzing and understanding these challenges and directing the response and adapting to

them effectively. The objectives of strategic architecture are focused on directing the organization's performance and improving it in the long term, as well as achieving its vision, directing business and achieving the vision: achieving competitiveness, improving efficiency and effectiveness, and achieving balance and coordination.

Second: Dimensions of strategic architecture
Strategic architecture can be measured through six dimensions: (Future vision, harmony, knowledge management, customer centricity, dynamic capabilities, and organizational structure), and the concept of each of these dimensions can be summarized as follows:

1. Future vision: It represents an important pillar in the organization as it contributes to building the organization's plan to enable it to identify strategic options and formulate the appropriate and most comprehensive strategy with its objectives, and in a way that contributes to building its own internal competitive environment and achieving excellence, creativity, and benefiting from the internal core capabilities of its employees (Ungerer, 2019: 173) [37]. Pratiwi & Astuti (2019: 282) [27] believe that strategic architecture contributes to building the future vision of the organization by formulating its strategies and determining the options that will be implemented to facilitate the process of reading, understanding, applying and evaluating them. From the above, we see that the future vision is a depiction of the desired future state of strategic architecture in the organization.

2. Harmony: It represents "compatibility" in the information system frameworks with the organization's strategy, and leads to raising management's focus from the operational orientation to the strategic orientation, making the orientation towards developing its strategies to achieve a competitive advantage through the strategic use of information, and he believes (Guerra, 2018: 33) [11]. Harmony represents a state of dynamism that links everything the organization does and produces to achieve its strategic goals. Harmony, then, is the state of compatibility and harmony between the various elements and components of the strategic architecture.

3. Knowledge management: It represents the information and experiences collected and processed, which allows the effective implementation of operations in the organization, and the explicit and implicit knowledge possessed by employees makes it possible to improve the implemented processes. (Bolisani & Bratianu, 2018: 1) [4]. It is defined as " a combination of concepts, ideas, rules, and procedures that guide decisions " (Paulius, 2019: 13) [24], and it is also an integrated, systematic process for coordinating the organization's activities in light of identifying knowledge needs and acquiring, transferring, storing, sharing, and applying knowledge to achieve organizational goals that help the organization to be able To achieve better value and benefit from the knowledge it possesses, which is the most important intangible asset, and from this standpoint we see that it is the processes, tools, and practices that aim to collect the knowledge available in the organization, organize it, analyze it, and use it effectively to achieve the goals of strategic architecture.

4. Dynamic capabilities: It represents the ability to control the organization's resources sufficiently to exploit opportunities and prevent threats and thus maintain competitive advantage (Schelling & Pierling, 2015: 2).

(Bleady *et al*, 2018: 1) [1] believe that it refers to the organization's ability to integrate, deploy, renew and reshape resources in order to respond to changes in its external environment. Lin & Wu (2014: 407) [20] believe that dynamic capabilities reflect an organization's ability to transform resources and competencies to achieve environmental resilience. It can be said that it is the ability of strategic architecture to adapt and deal with environmental and organizational changes and challenges effectively.

5. Customer centricity: It is an approach that focuses on placing the customer at the heart of the organization's strategy and operations. It includes identifying both internal and external customers, taking into account their needs and preferences, following up on their complaints and resolving them, taking customers' opinions into consideration when developing new products, and maintaining existing customers. And attract new customers (514 Modgil & Sharma, 2017:) [23] pointed out that customers' desires lead the organization 's comprehensive quality management system, and the characteristics that customers expect are identified and built into the products, from the product design stage until after-sales services. When customers' expectations are met, their satisfaction will increase and the organization's sales and market participation will increase (Kumar, 2016: 24) [19]. From the above, we see that customer centricity is the organization's strategy to fully understand customers' needs, achieve their satisfaction, and provide them with distinctive and valuable experiences.

6. Organizational Chart: It represents evaluating the variables of the organization and work teams and achieving excellence in their intentions regarding. Strengthening and developing the organizational scope by investing in political organizational processes (Degaut, 2017: 262) [8] Despite its significant impact on organizational ability to innovate, one of the problems when analyzing organizational structures is realizing that different groups within the organization behave differently and interact with different parts of the external environment. Therefore, innovative structures must support the differences between the human capital of the organization, in order to ensure that innovation is implemented in All activities and operations (Vasco, 2011: 35) [38], so the organizational structure is the internal arrangement and organization of the strategic architecture in the organization.

Third: Organizational Prestige
Organizational prestige is a concept developed in the context of studies on organizational identity reformulation based on the adaptation of social identity theory to organizational settings. It is also expressed synonymously as perceived external prestige in the literature and was first expressed by (Ashforth & Mael, 1989). Organizational prestige refers to the degree to which the organization is evaluated well, and shows the social prestige of the organization in relation to other organizations, and based on That is, society usually believes that a reputable organization is a good prestige for business (Hatipoglu, 2022: 131) [13].

Prestige is a key concept for many disciplines in the social and behavioral sciences, such as psychology, sociology, economics, and anthropology, as social scientists distinguish between prestige and reputation and attach a positive connotation to the first and a neutral connotation to the

second (Mosharraf and Karim, 2023: 151) [43].

Most organizational literature relies on social identity theory in order to explain the motivations for belonging to high-prestige organizations (Kportorgbi *et al*., 2023: 2) [18], as every organization has an identity, like humans. Identity is a set of characteristics that differ depending on People, the organization's identity can be expressed through its application in implementing the organization's goals and objectives as a strategic tool (Bahrekani, 2010: 3) [2].

Prestige means the prevailing social and economic status in relation to an individual, a group of individuals, or other individuals, and organizational prestige is defined according to (LIU *ET AL*, 2014: 792) [21] as "the degree of Respect that You enjoy With it the organization or Enterprise so Appear Status Social she has with regards For organizations The counterpart The other." He also defines it (ATES *ET AL*, 2017: 105) [1] as " a state Interaction between group from Indicators Interior And trends the parties Self Relationship of the organization." (Chitiga, 2018: 63) [7] SEES it as "capacity Leaders on excitement Fascination and the effect on employees, where Enjoy By reputation and charisma and strength Personal that you pay employees to cooperate And commitment With their guidance And achieve Objectives Shared." (Ibrahim & Daniel, 2019: 368) [16] GOES ON to say that it is "power and control that Enjoy With it Leaders and managers in administration the organization, which effect on behavior and performance employees and motivate them on investigation Objectives Shared.

As for (Iqbal *ET AL*, 2020: 251) [17], he sees it as "feeling that Produce about him Respect And trust Mutual between Leaders and employees, Which Lead to Strengthen cooperation And commitment And belonging For the institution And achieve the performance Higher level." And (Peña-gonzález *et al*., 2021: 3) [25] ALSO GOES ON to say that it is "the degree that look With it to the organization on that it Enjoy With reputation Kind And you enjoy With respect big, Which arise from Beliefs staff comparison With ratings And provisions customers And competitors And suppliers." According to (Susilo, 2022: 247) [35] it is defined as the degree that You enjoy With it the organization from respect from before others in section Business.

From this standpoint, the concept of organizational prestige can be defined as "an organization's ability to control, control and influence the behavior of its individuals and members by achieving the commitment and discipline of employees and maintaining order and organization within the organization."

Organizational prestige is of great importance in the context of managing organizations, and this importance is highlighted in...Social perception that is shaped by knowledge and improving an organization's expectations regarding its future actions. In addition, it makes the prestige-based hierarchy within organizations the degree to which an organization enjoys good respect, power, and a distinct status among other competing organizations. It creates and develops modern technology in order to protect the organization, to help the organization discover new markets, whether small or medium-sized, as well as to help the organization orient itself towards the customer in order to determine its requirements. Thus, it creates a superior competitive advantage for the organization in the long term. (Al-Dhahabawi *et al*., 2022: 614) [41]

Based on the above, we see that the importance of organizational prestige lies in its contribution to creating an organized and disciplined work environment, where employees feel that there is a respectable and strong authority directing their behavior. Thus, employees follow specific rules and procedures and respect administrative directives, as well as playing an active role in motivating employees to achieve high performance. When employees have respect and trust in leaders and the higher system, they are willing to challenge, be dedicated to work, and achieve set goals.

The goals of organizational prestige are represented by a set of aspects and results related to the influence of leaders and managers on... Promoting commitment and discipline, achieving trust and respect, motivating high performance, building a positive work environment, as well as achieving institutional goals (Hosseini & Ferreira, 2023: 370).

Fourth: Dimensions of organizational prestige
Organizational prestige can be measured through two dimensions

1. Internal organizational prestige: The concept of internal organizational prestige centers on how to determine behavior that affects internal stakeholders and the organization's performance. Internal organizational prestige represents the extent of the individual's assessment of what the organization represents and what its position is among the positions of other organizations in the business environment (Aboudi and Dagher, 2021: 538) [42]. Internal prestige is referred to as social reputation, as this dimension answers the question: What is my personal standing within prestige? If organizational prestige involves a feeling of external respect, then the individual's personal prestige within the organization reflects a feeling of internal respect and then no respect. Perceived internal prestige is defined as "The individual's assessment of his position within the group or how the individual perceives how others view him." It also represents the individual's view of himself within his group, as the individual evaluates his position within the group through other individuals' assessment of his position and status in the same group (Braun & Hadwich (2018: 126) [5]. In light of the above, we see that internal organizational prestige represents the authority, influence, and respect that the organization enjoys internally over its individuals and departments.

2. External organizational prestige: It relates to the individual level because it depends on the level of the human resource's evaluations of the organization based on the opinions of external parties (Emilisa, *et al*., 2018: 249) [9]. External organizational prestige represents a way of seeing others For the institution. That is, it deals with external stakeholders' perceptions of how good an organization is and the image they have of it (Šulentić *et al*, 2017: 51; Tuna *et al*, 2016: 369) [34]. External prestige depends on the individual's knowledge of the organization, his beliefs, and the influence of the outside world to which individuals are exposed. Just as the organization's prestige refers to external beliefs, internal prestige refers to the opinions of internal stakeholders in the organization based on the beliefs or viewpoints of outsiders only, and it basically describes the employee's perception. How external entities view one's organisation, and reflects an understanding of goodwill in relation to the organization of one's work by external entities (Pratiwi *et al*., 2022: 4) [28]. In light of the above, we see that external or perceived organizational prestige represents the reputation, influence

and respect that the organization enjoys externally in the market or society.

Third Section: The Applied Analytical Framework For The Research

First: Presenting the results of answers and testing of the first hypothesis. This research focuses on describing the study variables and diagnosing them from the point of view of a sample of employees of the Baqubah Municipality Directorate, as well as measuring the correlations and impact between the research variables, as follows.

1. Describe the dimensions of strategic architecture and diagnose answers

It is clear from the values of the coefficient of variation and the response rate that the most important dimension of the strategic architecture is the dimension of the future vision in terms of the value of the coefficient of variation of (19.24) and with an importance rate of (82.62%), while the harmony dimension turned out to be the least important dimension, as indicated by the value of the coefficient of variation, which reached (20.97), with a response rate of (83.47%), as shown in the following table:

Table 1: Summary of the dimensions of strategic architecture from the perspective of the individuals surveyed

Ranking	Response rate	Coefficient of variation	Standard deviation	Arithmetic mean	Dimensions	7
			Future vision			1
	1	82.62	19.24	0.79	4.13	2
6	83.47	20.97	0.87	4.17	Harmony	3
5	83.28	20.21	0.84	4.16	Knowledge management	4
4	83.51	20.17	0.84	4.18	Dynamic capabilities	5
3	82.77	19.98	0.83	4.14	Customer centricity	6

And from The results (Table 1) are evident that Importance Ordinal For a variable Architectural The strategy Different according to Answers a sample search, The command that indicates on Acceptance Section the first from Hypothesis The main one The first Which She listened on Different Importance Ordinal For dimensions a variable Architectural The strategy Differently nature Accreditation on her in Directorate municipality Baqubah.

1. Describing the dimensions of organizational prestige and diagnose answers

It is clear from the values of the coefficient of variation and the response rate that the most important dimension of organizational prestige is the internal organizational prestige dimension, in terms of the value of the coefficient of variation of (19.9) and a response rate of (82.4 %) while the dimension of external organizational prestige was found to be less. The dimensions are important, in terms of the coefficient of variation, which reached (20.6) with a response rate of (82.2%), as shown in Table (2).

Table 2: The relative importance of the dimensions of organizational prestige from the perspective of the individuals surveyed

Ranking	Response rate %	Coefficient of variation	standard deviation	Arithmetic mean	Dimensions	T
1	82.4	19.9	0.82	4.12	Internal organizational prestige	1
2	82.2	20.6	0.84	4.11	External organizational prestige	2

From the results of (Table 2), it is clear that the ordinal importance of the organizational prestige variable is not different according to the answers of the research sample, which indicates the rejection of the second part of the first main hypothesis and we accept the alternative hypothesis, which states that the ordinal importance of the dimensions of the strategic architecture variable does not differ depending on the nature of reliance on it. In the Municipality of Baquba.

From the summary of (Tables 1 and 2), we accept the first main hypothesis, which states that the ordinal importance of the dimensions of the two research variables varies depending on the nature of reliance on them in the Baqubah

Municipality Directorate
Second: Testing the second hypothesis
In order to verify this hypothesis and test its validity, a structural equation model was built to prove or deny these

hypotheses. The unweighted least squares method was used with resampling methods in order to correctly show the relationships and their extent of significance, as the results of the analysis showed The statistics shown in (Table 3) and (Figure 2) show that there is a statistically significant correlation between the strategic architecture and its dimensions and organizational prestige. In its dimensions, this is in terms of the value of the correlation coefficient, which reached (0.94). This value is significant and very strong based on the probability value (P-value), which appeared equal to (0.000), which is less than (0.01). That is, the more strategic architecture is adopted in the Baqubah Municipality Directorate, this will increase its organizational prestige. Based on the above, the null hypothesis will be rejected and its alternative accepted, which states: "There is a significant correlation between strategic architecture and organizational prestige in the researched organization".

Table 3: Correlation coefficient values between strategic architecture and organizational prestige.

Organizational prestige		
Strategic architecture	Pearson Correlation	0.94
	Sig. (2-tailed)	0.000
	N	260

The correlation relationships are shown in the following figure:

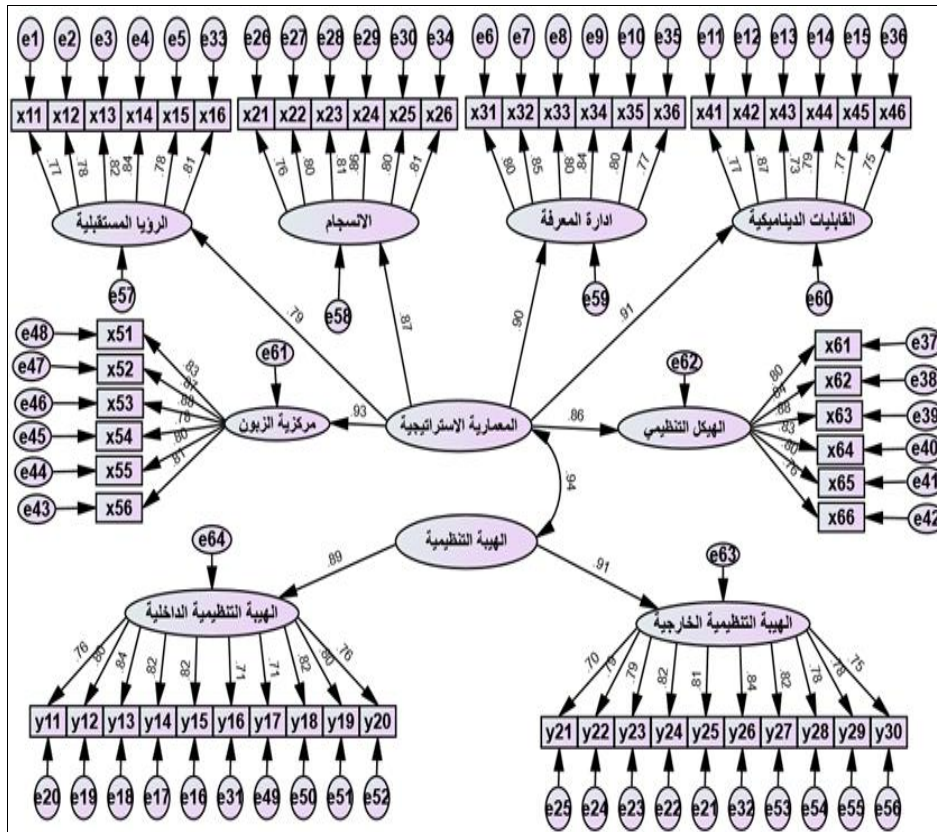**Fig 2:** The correlation between strategic architecture, with its combined dimensions, and organizational prestige, with its combined dimensions.

Third: Testing the third main hypothesis

(Figure 3) and (Table 4) show the nature of the impact of strategic architecture on organizational prestige in the Baqubah Municipality Directorate. It was found that there is a significant positive effect of the dimension (strategic architecture) on organizational prestige as indicated by the value of the regression coefficient, which appeared equal (1.28). This effect is significant in terms of the probability value P-value, which appeared equal to (0.000), which is less than (0.01). This result can be interpreted as saying that whenever the adoption of the organization's strategic architecture increases by one unit, it will lead to Increasing organizational prestige by (1.28) units. Whenever the standard deviation of the strategic architecture variable increases by one unit, this will lead to an increase in the standard deviation of organizational prestige by (0.94) units. Based on the above, the null hypothesis will be rejected and the hypothesis accepted. The alternative, which states: "There is a significant effect of the strategic architecture variable on the organizational prestige of the organization under investigation.
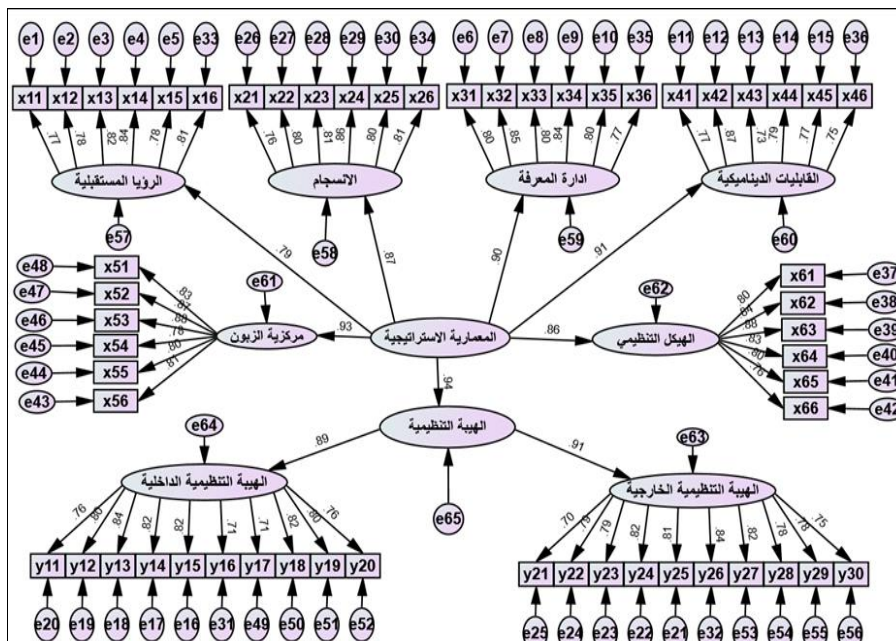
Section Four: Conclusions and recommendations

Table 4: Values of standard regression coefficients for the impact of strategic architecture on organizational prestige

Explanatory variable	Direction of impact	Dependent variable	Estimate(β)	SRW	P-value
Strategic architecture	→	Organizational prestige	1.28	0.94	0.000

The influence relationships are shown in the following figure

Conclusions

The dimensions of strategic architecture showed that the answers of the individuals surveyed were positive regarding the dimensions of this variable, and this reflects the understanding of the workers in the Baqubah Municipality Directorate and their care B These dimensions in the researched organization the dimensions of organizational prestige showed that the answers of the individuals surveyed were positive towards the dimensions of this variable, and this reflects the understanding of the workers in the Baqubah Municipality Directorate. And their care b These dimensions in the researched organization.

The results of the research showed that there is a positive correlation and influence between the dimensions of strategic architecture and the dimensions of organizational prestige at a very high percentage, which indicates that the Baqubah Municipality Directorate can increase its organizational prestige by adopting strategic architecture.

The practice of architecture in the Baqubah Municipality Directorate leads to the development of administrative work there and then It will achieve organizational prestige in the labor market.

Organizations that want to succeed in competing in their field of work compared to other organizations should highlight the development of administrative work so that this is an indicator of achieving a competitive advantage over other organizations.

The organization, the Baqubah Municipality Directorate, has indicated a high willingness among its members to be proud of its organizational prestige, especially in enhancing its external prestige and working to increase external individuals' awareness of this prestige.

Recommendations and suggestions

The necessity of adopting the strategic architecture by the senior management of the researched organization by adopting its dimensions and practices in order to compete in the labor market.

The senior management in the organization under study is required to make structural adjustments within the organization by following up the employees, benefiting from their experience, opening opportunities for them, and assuming leadership positions in the organization for the purpose of applying strategic architectural practices in the organization to achieve organizational prestige worthy of it.

Raising the level of efficiency of the organization's senior management by putting advanced staff in specialized courses to qualify them and develop their capabilities, which improves their performance and success in adopting the strategic architecture to reach organizational prestige that the organization aspires to reach, and uncovering weaknesses on the personal and functional levels and trying to treat them and focusing on the strengths. And work to highlight and strengthen it.

Senior management should encourage employees to perform collectively and share knowledge to advance the organization in the labor market.

Senior management must appreciate the efforts of its employees and reward them to encourage them to provide what is best while maintaining justice in distributing rewards for what they do. They make every effort in the organization and provide adequate guarantees This is to ensure the quality of their actual performance to advance the organization.

Developing employees' sense of optimism about their career future, dealing with matters and developments in an optimistic manner, and thinking scientifically to achieve the goals of the employee and the organization.

It is necessary to provide some financial sums within the budget of the organization under study to support environmental trends that contribute to keeping pace with cases of environmental change and development and thus influencing its organizational prestige.

The necessity of investing the organization's resources, especially those that are idle, with the aim of directing them in a way that works to enhance organizational prestige.

The senior management in the organization under investigation must strive to enhance the level of relationship and impact between strategic architecture and organizational prestige in a way that contributes to serving employees and society.

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