Orginal Article

Conceptualization of University Education System; A Culture-oriented Comparison with Verses from the Holy Quran

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Introduction

Organizational culture plays a crucial role in shaping the identity of an organization and, consequently, that of a nation. While society is influenced by various economic, political, industrial, and military factors, a strong and effective culture is essential for establishing a distinct identity. At the core of organizational culture are the mental images individuals uphold, which symbolize a face of authority. In this context, authority is synonymous with efficacy. These mental images affect emotions, assessments, interpretations, communication patterns, choices, and decisions. They serve as cognitive representations that shape and empower behaviors. Understanding these mental images is imperative for guiding organizations towards excellence. Universities can achieve this excellence by appointing the most suitable candidates for each position based on these mental images. This study seeks to analyze concepts within the university education system and align them with the principles of the Holy Quran, facilitating the incorporation of a competence-driven organizational culture in the nation's universities.

Method

This research employed an interpretive paradigm within Glazer's Grounded Theory methodology, involving unstructured interviews

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with 35 full-time faculty members from public universities in the country. The interviews were purposefully conducted in alignment with relevant verses and traditions, often spanning multiple sessions for in-depth exploration. The participants included three distinguished professors, twelve full professors, fourteen associate professors, and six assistant professors, all possessing more than ten years of professional experience. The interviews generated primary themes identified through an open coding process, resulting in the extraction of categories.

Results

This study aimed to improve a competency-based organizational culture by identifying six components in the enhancement dimension and seven in the return images of this culture within universities.

Discussion

The general model is approved, which can be used and exploited in the form of circulars and regulations, a theoretical and practical solution for all universities looking for a competence-based organizational culture.

Keywords: Images, Education, University, Organizational Culture, Holy Quran