

The Impact Of Leadership Skills On Social Responsibility In Light Of The COVID-19 Pandemic : An Applied Study In The Hikma Pharmaceutical Group In Jordan

By

Aref Jaza Ma'zi AL ghthian

Supervision

Prof. Abd Alaziz Bader Al Nadawi

Al-Zaytoonah University of Jordan, 2023

Abstract

This study aims to demonstrate the impact of leadership skills with its dimensions (organizational skills, cognitive skills, technical skills, and human skills) on social responsibility with its dimensions (sustainability, environmental responsibility, responsibility towards society, and economic responsibility) during the Covid 19 pandemic as an applied study in a AL Hikma group of pharmaceutical companies Jordanian.

The study used the descriptive analytical approach. The study developed a special electronic questionnaire that was distributed and shared with the study sample consisting of 260 employees of the company in question at the middle and lower administrative levels, and then all the questionnaires were retrieved and then subjected to the necessary statistical analyzes based on the (SPSS) program and the program (PLS) to get the results of the modified variable.

The results of the study showed that there is a positive, statistically significant effect of leadership skills, with its combined dimensions, on social responsibility, with its combined dimensions, in the Jordanian Al-Hikma Pharmaceutical Group. The relationship between leadership skills and social responsibility.

The study made some recommendations, most notably the need to constantly enhance organizational leadership skills and pay attention to them, and to develop methods and programs aimed at developing them through continuous training and workshops, in addition to the need for the researched group to reconsider its environmental responsibility and improve its programs and activities directed towards reducing pollution. Attention to the issues of recycling and green manufacturing.

Key words: leadership skills, social responsibility, Covid 19 pandemic, Al-Hikma Pharmaceutical Group

