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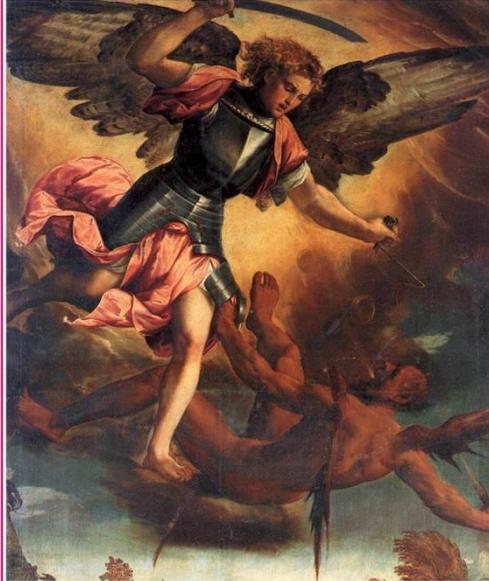
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The Role Of Continuous Improvement Of University Education Using The Deming Model In Supporting Competitive Advantage/Exploratory Research On The Middle Technical University/Baghdad

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Abstract

The current study aims to provide a conceptual and practical framework on the role of continuous improvement of university education in achieving competitive advantage through the Central University's endeavor to make adjustments and improvements in its educational work in the field of scientific, technical and administrative development to achieve a globally differentiated arrangement. In order to achieve this, a random sample of a number of university formations (Institute of Technology, Institute of training of technical trainers, Institute of Technical Administration) has been selected, of which 146 are members of the study community, represented by faculty members. The resolution was used as a tool to collect the Study Data and is made up of (22) paragraphs (12) of the Deming approved paragraph (Planning, Do, Check, Act) and (10) a paragraph of competitive advantage, the data was processed using statistical software (SPSS v23). based on the analytical descriptive approach to testing the hypotheses of the study, one of the most important findings of the study was the strong correlation between the study variables with the industry in question, in the light of the findings, the study made a series of recommendations to guide the promotion of competitive advantage in the university.

Keywords: Continuous Improvement ; Deming model; University Service ; competitive advantage .

El Papel De La Mejora Continua De La Educación Universitaria Utilizando El Modelo De Deming Para Apoyar La Ventaja Competitiva / Investigación Exploratoria En La Universidad Técnica Del Medio / Bagdad

Resumen

El presente estudio tiene como objetivo proporcionar un marco conceptual y práctico sobre el papel de la mejora continua de la educación universitaria para lograr una ventaja competitiva a través del esfuerzo de la Universidad Central para hacer ajustes y mejoras en su trabajo educativo en el campo del desarrollo científico, técnico y administrativo para lograr un acuerdo globalmente diferenciado. Para lograr esto, se seleccionó una muestra aleatoria de varias formaciones universitarias (Instituto de Tecnología, Instituto de capacitación de instructores técnicos, Instituto de Administración Técnica), de las cuales 146 son miembros de la comunidad de estudio, representados por miembros de la facultad. . La resolución se usó como una herramienta para recopilar los Datos del estudio y se compone de (22) párrafos (12) del párrafo aprobado por Deming (Planificación, Hacer, Verificar, Actuar) y (10) un párrafo de ventaja competitiva, los datos se procesó utilizando un software estadístico (SPSS v23). basado en el enfoque analítico descriptivo para probar las hipótesis del estudio, uno de los hallazgos más importantes del estudio fue la fuerte correlación entre las variables del estudio con la industria en cuestión, a la luz de los hallazgos, el estudio realizó una serie de recomendaciones para orientar la promoción de la ventaja competitiva en la universidad.

Palabras clave: Mejora continua; Modelo de Deming; Servicio universitario; ventaja competitiva.

INTRODUCTION

Educational institutions are living in a constantly changing world to provide better output and higher quality of their output to the labor market, in response to these changes it is essential that organizations rely on workers to perform tasks beyond formal requirements to increase organizational effectiveness and improve and focus on organizational performance [1] and continuous improvement to reach its goals, but without a clear strategy to achieve this [2], seeking to adapt to complex and complex global and local changes, thereby creating a significant challenge and administrative com-

plexity [3], in order for organizations to be prosperous and able to respond to these changes, they need to be able to respond to the adverse circumstances surrounding them [4] , introducing innovations to continuously improve processes, reduce product defects, and enhance their capabilities has become what organizations seek to enhance competitive capacity . [5] The improvements were not limited to industrial companies, but many educational institutions, including the university education sector, are seeking to introduce small and continuous innovations in the educational process and to keep up with the enormous developments in the fields of knowledge, technology and science through the adoption of new curriculum standards that focus more on higher-order thinking skills and performance capabilities [6] , universities knowledge factories that train well-qualified people, conduct scientific research, and transfer and produce knowledge that supports economic growth, are the engines of innovation by innovating knowledge that creates goods and services that contribute to the progress of society as a whole. The most important challenge for States is to create environment rich in education, not only in places designed for formal education, but also in workplaces and places where people meet and communicate, upgrade the education and training infrastructure and transfer of knowledge and communications to advance the competitiveness of States. Support the competitive capacities of universities to be powerful engines of renewal and change as factories for people with knowledge and skills, and to strengthen human and social capital capacities. [7]

This is the first step toward the development of a new curriculum, the development of new teaching materials and the introduction of all new developments in the field of education In the educational process and all that helps to respond immediately to internal and external factors to achieve a sustainable competitive advantage, achieving these improvements requires knowledge of the surrounding environment and anticipating and adapting events through ongoing improvements.

The results of the improvements are based on the key element of improvement of the staff of educational institutions, which is a major challenge for organizations, particularly faculty members in the university education sector, and the role that the university stadium plays in the development of community, ethical and intellectual values [8] , Adopt, improve and continually develop ways to achieve the competitive advantage of their capabilities and capabilities in order to maintain the desired excellence, especially as the open-ended labor market is constantly changing the development of the external environment, which requires a willingness to change in

adopting strategies for better adjustment and flexible plans to develop a flexible strategy to provide the best. The advantage is that it outperforms competitors and this is only through the solidarity of all stakeholders in the internal environment who are not at their expense, lack of understanding and continuous motivation to work. [9]

Achieving these continuous improvements to reach a competitive advantage may negatively affect the performance of the employees in these educational institutions, including the teaching staff, who are the leading focus of the educational process, and is the first support for achieving strategic goals because its position in the field and touches variables that senior management sees, and forcing the employee to work in the wrong place leads to frustration and a sense of threat. Therefore, an environment must be created that accepts the continuous improvement of operations of all types, the contribution of personnel to the strategic objectives of the organization, the promotion of compatibility among diverse groups within the working environment, the clarification of objectives and priorities, and the help of focusing efforts around them [10]. An individual cannot work in an environment that rejects the new. This requires knowledge of the surrounding environment, anticipation and adaptation of events by developing a training program to adapt to the changes that the organization is making to overcome the obstacles to success [11]. Differentiating competitors and making changes from an ever-evolving external environment are the basis for continuity and survival. As a result, current research aims to answer the following research questions:-

What is the role of continuous improvement in university education using the Deming model in achieving competitive advantage?

Continuing improvements require building an integrated conceptual framework to understand the relationship between variable dimensions and competitive advantage – which current research will aim to focus on a number of the changes in the design model that are supported by research (planning, implementation, review, correction) and their role in achieving competitive advantage.

1-THEORETICAL

1.1 Continuous Improvement (CI)

An administrative philosophy aimed at continuously developing processes and activities related to machinery, materials, personnel and production methods [12], Defined as organizational processes that adopt TQM and ongoing organizational innovations that both employees and

customers contribute to, management is responsible for providing the requirements for the success of continuous improvement efforts [13] and its knowledge (Atkinson et al., 2001) It explores the best methods and searches the center for activities to meet the customer's requirements [14] , The IQA Institute describes that the process of continuous improvement is a gradual change that focuses on the efficiency and effectiveness of the organization's discipline throughout the time. These changes lead to a radical change that keeps pace with the development for survival and sustainability. [15] is the adaptive capacity to respond to environmental changes using pre-defined tools and develop new capabilities to respond to environmental changes [16], and expresses continuous change in life at the lowest cost by eliminating waste of all types . [17]

The researchers believe that continuous improvement is to maintain improvement and relate to the existence of the business organization, not to stop offering the best, and to make it a daily approach within the organization's culture by all its stakeholders, based on senior management, to continuously improve within the working environment to fit the changes of the external environment for better achievement Results for excellence and sustainability, this requires providing high-quality modern educational opportunities through both basic and applied research.

1.2 Continuous improvement dimensions

The following steps were developed by Edwards Deming in the year 1920 and are considered the first leader of the four-dimensional philosophy of performance improvement (PDCA) as follows: [18] [19]

(Plan) Planning what to do and defining the necessary objectives and processes

(Do) do execute what has been planned.

(Check) evaluate the results obtained from the process against the objectives .

(Act) improvements and adjustments to the process based on evaluation findings.

1.3 University Education

University education is the final stage of the school by which students specialize in a particular field of science and also called higher education, university education is divided into several fields of study. In addition to the education function, the University has emerged as a community leader as a center for scientific and human research that contributes to the service of society From distinguishing links and analyzing problems to change society for the better [20], the University is a place for communication

and reflection [21] , university education, it is no longer limited to education, but plays a major role in developing the human resources needed for economic and social development, creating and disseminating knowledge, building a developed society and keeping up with the enormous advances that have taken place in the fields of knowledge, technology and science that accompanied the information revolution. [22]

1.4 Competitive Advantage

The competitive advantage is to discover ways that its competitors are creative and competitive as indicated by Porter [22] , the goal to achieve excellence over competitors by optimizing a combination of factors represented in human, financial, material, technology and management skills [23] , It is understandable to describe competitors' performance in a given environment and is distinguished by their ability to create more economic value than their competitors [24] , the ability to understand market competitiveness and the efficiency of managing the resources necessary for competitors' reactions in a timely manner.

1.5 Competitive advantages indicators in university education:

The competitive advantages of university education institutions consist of a number of indicators that overlap with performance indicators, which include three main levels:

1- Student: Students with the ability to complete university studies with excellence will be attracted by certain ways of attracting these students as they devise new systems and rehabilitation programs that keep up with environmental developments. [25]

2-Education: Attracting talented academic scientists and creating a supportive environment for research and investments in technological development to achieve a global position through competition in the global higher education market . [26]

3-Performance at the institutional level: To gain an excellent reputation for its university program in a particular field, the university must excel in programs of high quality and prove that they are investment institutions and that the return and benefit are higher than what is spent on them. Sufficient funds for their activities are made available from those responsible for their distribution to help them improve processes and outputs to the benefit of the community, improving its position and thus remaining viable and continuously improving. [27]

The competition in university education is vital, the ability to attract students, and the ability to provide their educational, research and community

services at a high level of quality, thus earning their graduates and teaching members competitive advantages in the labor market and reflecting their progress in student enrollment and global class access.

1.6 The role of continuous improvement of university education using the Deming model in achieving competitive advantage :

The continuous improvement of university education is to provide innovative and innovative work to faculty members and improve the efficiency of teaching performance to encourage the improvement of university performance to a high level of excellence [28] , many studies have demonstrated the correlation between continuous improvement and competitive advantage. Continuous improvement leads to competitive advantage, spreading the thought and culture of competition among universities, developing the performance of universities and research and academic institutions, protecting the university from inertia and backwardness, and encourages it to develop its activities and programs to keep pace with the latest developments in science, career development, specializations, students' needs constantly changing and market demands Working and thus differentiating from competitors, study (Shalabi ,2018) has shown that competitiveness among universities is indispensable, especially given the existence of global university classifications [9] , (Wang & Liu, 2014) see world-class universities play a major role in economic development in terms of developing the quality of higher education, stimulating economic growth and global competitiveness, and contributing to the economy and society by helping to build innovative networks and systems in the local economy, attracting foreign investment such as the University of Clemson in the United States when it was established Partnership with the German automaker BMW and has made itself the leading university in auto research and education [29] , The results of the study [30] that the university education is a clear and important issue, such as competing students for the best level of education, competing universities for the best students, forcing universities to improve their performance and develop their programs, and the study (Richar Reed, David J.Lemak & Neal P.Mero) confirmed There is a clear correlation between overall quality management activities, including continuous improvement and systemic competitiveness, and comprehensive quality management can improve the competitiveness and achieve a sustainable competitive advantage as it provides a unified framework for the development of available potential [31] .

2-METHODOLOGY

2.1 Study problem

the Central Technical University seeks to achieve continuous improvements in the educational process and ensures that it has good hearing and sufficient financial support for the course of the educational process through its distinguished scientific product by its academic professors with intellectual and intellectual abilities, which make them perform at the highest level Offering innovative and innovative business access to outstanding performance and encouraging them to practice copyright and translation in order to take the performance of the university to the highest level of performance. In addition, the University of Science and Technology (CITE) is a university-based research institution, which has been established by the University of Science in the field of scientific research, and has been established in the field of scientific research, despite the fact that the University's technical mission aims at providing a technical and educational environment Motivating for education and creativity, And its wide interest in developing the abilities of the university's faculty and technical staff and getting skills that enable them to train students and the unemployed and qualify them to meet the needs of society according to his needs. In addition to finding jobs that contribute to reducing unemployment, especially as Iraq suffers many of its graduates from unemployment and lack of job opportunities. Based on the above, the researchers summarized the problem of research by answering the following question:

– What is the role of continuous improvement using the Deming model in achieving competitive advantage?

2.2 objects of the Study

-identifies the availability of continuous improvement requirements using the Deming Model at the University.

- shows the role of continuous improvement in the service of university education to achieve the highest level of service efficiency through continuous improvements and elimination of processes that add value.

– offers a set of recommendations that enable maximum utilization of continuous improvement processes.

-use the theoretical side of the research to add new knowledge.

2.3 importance of Study

1. The University Stadium has benefited from the University's improvements as the leader of the educational process.

2. This study is a new contribution to the beneficiary environment.

The answer to the questions of the study problem is done by formulating the following hypothesis:

H0: There is no statistically significant correlation between the dimensions

of continuous improvement and the competitive advantage.

H1: There is a statistically significant correlation between the dimensions of continuous improvement and the competitive advantage.

2.5 Design of Study:

Design of this study according to “Explanatory Design” [32] explaining causal relationships between variables .[33]

3- STUDY RESULTS

3.1 study Tool:

The search was used to cover the practical aspect of the search for resolution for data collection, the end resolution consisted of (22) paragraphs and as shown in table (1) and the five Likert scale was based on the following answers:

(“1”strongly disagree, “2” tend to disagree, ”3” Neither agree nor disagree ,”4”tend to agree ,”5” strongly agree)

Table 1.Variable of study

Variable	Sub - Dimensions	Paragraph	the scale
Continuous Improvement (X)	Plan	1-3	Adoption of a Study scale (Al Anzi, 2011: 16) benefit from a Study (Krajewski & Ritzman, 2005:83)
	Do	4-6	
	Check	7-9	
	Act	10-12	
Competitive advantage(Y)		1-10	benefit from Previous studies

Source: The authors

3.2 Sample

The questionnaire was distributed to the faculty members of the Central Technical University to explore their opinions on the subject of the study in order to confirm the importance and position of an initial member of teaching in drawing the future of society, and some of the university’s formations were selected as shown in table (1).

Table 2. Sample

Sample	Distributed forms	Forms subject to analysis
Institute of Technology	60	40
Institute of training of technical trainers	40	38
Institute of Technical Administration	42	37
Total	182	146 80%

Source: The authors

3.3 Virtual validity

The draft articles were prepared by looking at the literature and previous studies, and the questionnaire was presented to a number of experts and specialists to indicate the validity of the articles of the tool and make the necessary modifications in the light of the experts' responses, some of the paragraphs were redrafted.

3.4 Reliability coefficient :

The present study utilized Cronbach's alpha to ensure reliability and consistency of the final scales on the study variables, as recommended by (Pallant ,2011). Table (3) indicates that the Cronbach's alpha value is (0.81) , and they are statistically acceptable in administrative studies as they are above the value of 0.70, indicating their internal consistency and reliability . [34]

Table 3. Reliability of the Constructs

Seq.	Construct	No. of Items	Cronbach's Alpha
1-	Continuous Improvement	12	0.83
2-	Competitive advantage	10	0.79
3-	Total (Cronbach's Alpha)		0.81

Source: The authors

3.5 Analyze and discuss the results of the study This paragraph will address analysis and discussion of the results of the study through the following:

3.5.1 Analyze Continuous Improvement Constructs

Descriptive statistics analysis is used to treat, describe, and transform preliminary data into mininumbers and models in such a way that they represent the results to the larger community [35] (see Table 4).

Table 4: Descriptive Statistics of the Continuous Improvement constructs

Sq.	Mean	Std. Deviation	Answer direction	Answer Level	Arrange
PX1	3.42	1.264	tend to agree	High	3
PX2	3.50	1.293	tend to agree	High	2
PX3	3.64	1.185	tend to agree	High	1
Plan	3.52	1.247	tend to agree	High	Third
DX4	3.69	1.054	tend to agree	High	1
DX5	3.32	1.236	Neutral	Middle	3
DX6	3.58	1.161	tend to agree	High	2
Do	3.58	1.150	tend to agree	High	Second
CX7	3.82	1.064	tend to agree	High	3
CX8	3.99	1.017	tend to agree	High	2
CX9	4.16	.980	tend to agree	High	1
Check	3.99	1.020	tend to agree	High	First
AX10	2.91	1.174	Neutral	Middle	3
AX11	2.92	1.148	Neutral	Middle	2
AX12	3.75	1.338	tend to agree	High	1
ACT	3.19	1.22	Neutral	Middle	Fourth
Note: N = 146 x1-x12 Continuous Improvement constructs If mean 2.60- 3.39 level answer middle mean 3.40-5.00 level answer high					

Source: The authors

It is clear from Table (4) descriptive statistics Continuous Improvement constructs From (2.91-4.16), obtained the highest mean (Check) at (3.99), with standard deviation (1.02) paragraph that states “University checks indicators for improved cadres” mean (4.16) with standard deviation (.980) with response level (high) and tend to (agree) and obtained the lowest mean (Act) at (3.19) with standard deviation of (1.22) to paragraph that states “ in the event of non-conformity, the deviations and policy development are corrected”, mean (2.91) with standard deviation of (1.174) with (middle) response level (neutral). These results indicate a variation in the determination of the dimensions of continuous improvement by the sample, as the overall mean of the continuous improvement as a whole

(middle) level.

3.5.2 Analyze Competitive advantage Constructs

This paragraph deals with defining the mean and standard deviations of Competitive advantage Constructs As shown in the table (5)

Table 5: Descriptive Statistics of the Continuous Improvement constructs

Sq.	Mean	Std. Deviation	Answer direction	Answer Level	Arrange
X1	3.75	.972	tend to agree	High	4
X2	3.10	1.327	Neutral	Middle	10
X3	3.48	1.376	tend to agree	High	7
X4	3.47	1.396	tend to agree	High	8
X5	3.88	1.060	tend to agree	High	1
X6	3.44	1.549	tend to agree	High	9
X7	3.76	1.199	tend to agree	High	3
X8	3.58	1.270	tend to agree	High	5
X9	3.78	1.235	tend to agree	High	2
X10	3.57	1.120	tend to agree	High	6

Source: The authors

It is clear from Table (5) descriptive statistics to Competitive Advantage From (3.10 -3.88), obtained the highest mean (X5) at (3.88), with standard deviation (1.02) paragraph that states “the university works to differentiate in the international competitive research environment” with a high response level and answer direction (Tend to agree) , obtained the lowest mean (X2) at (3.10) with standard deviation of (3.10) to paragraph that states “ the focus of the college’s management is to provide a certain type of service in a substantial way” , with a high response level and an answer direction (Neutral),this is why the university does not focus on a particular type of activity, it is striving to diversify its activities, continuously improve the educational process, develop the faculty members, and flexibility in the organizational and administrative structure in order to gain a competitive advantage

Hypotheses Testing

H0: There is no statistically significant correlation between e-government and strategic transparency variables.

H1: There is a statistically significant correlation between e-government and strategic transparency variables.

Hypotheses are tested using the spearman correlation coefficient for grades and with SPSS V.23, if Sig. is greater than (0.05) we accept the alternative hypothesis and reject the equation, as shown in table (6) .

Table 6. Correlations

		ave X	ave y
Spearman's rho	Correlation Coefficient	1.000	0.291*
	COI-X Sig. (2-tailed)	.	0.193
	N	146	146
	Correlation Coefficient	0.291*	1.000
	CA-y Sig. (2-tailed)	0.193	.
		146	146

Source: The authors.

* Correlation is significant at the 0.05 level (2-tailed).

Table (6) shown to the results for the correlation analysis by use spearman to see the correlation between continuous improvement and competitive advantage, note from the table that the correlation coefficient between study variables is (0.291*) There is a strong and significant correlation between the study variables continuous improvement and competitive advantage. In this case, we reject H0 and accept H1 that provides a statistically significant correlation between the study continuous improvement and the competitive advantage.

Discuss the results :

What is the role of continuous improvement using Deming models in achieving competitive advantage in university education?

This study attempted to discover the most important construct through which the competitive advantage of university education is achieved in the Deming model, complementing previous studies' findings in line with current research results, including the study (Linda, D &David N. 2015) which has been demonstrate supporting Continuous Improvement in California's Education System. [36]

And study (Mazin J.& Samy S.,2017) aim's to improve education

through the practice of strategies of excellence and its role in achieving the sustainable competitive advantage of higher educational institutions at the Faculty of Engineering and Information Technology at Al-Azhar University in Gaza, the most important results of the study were consistency in development efforts and quality improvement at all three levels. (Student, employee, university), this contributes to the excellence of the college where it has demonstrated a link between continuous improvement in university education and achieving excellence and that any competitive advantage did not last long unless it is constantly improved. [37]

The most important results of the current study were that improvements were made according to the Deming model (Planning, implementation, Review, Correction) in the competitive advantages of university education (teaching, student, organization performance). It helps to achieve a competitive advantage provided that these improvements are ongoing and change in the external environment, and the results analysis found that after continuous improvement (screening) outweighs the rest of the dimensions, the results of the study indicate that the plan is evaluated to ensure if it achieves the goals for which it was established and makes sure that no new problems arise when a plan is implemented and correct errors if any and if any plan detected in the screening phase fails to be replanned in order to start the circuit again to investigate new problems and therefore develop Plans for them. Thus, it contributes to a competitive advantage and increases the chances of success through its significant role in reducing errors.

Our work is thus an update of the work (Lāna S. et al., 2018), which found that the educational institution is influenced by internal and external environmental factors, so the success of the continuous improvement in university education is not the work of all the university's formations and studies .

The current study contributes to proving important elements that are the basis for the success of ongoing improvements in university education, and this is consistent with the findings of a study (Saleh 2017) this study demonstrated that screening and implementation have high agreement ratios and good arithmetic and recommended that you take care (Check) as a complement to the continuous improvement cycle, and has also made a new contribution to literature by exploring the most influential role in achieving the competitive advantage of Deming's model dimensions. [38]

CONCLUSIONS :

-Improvement is a subject that has not been widely explored, since it can

be studied in all respects for its success, it must be sustained, sustained and concerted without exception.

-Plan is the means to optimize the achievement of the goals of the Deming Model in achieving excellence, as well as to identify realistically the needs and potential of the organization.

-The weakness of students' competitive advantage indicators to a lower level than expected, which is due to the increase in unemployment, is not due to the lack of consistency of output with the labor market but because of political conditions.

– Check helps detect incoming deviations and errors during improvements, as well as ensure proper direction for corrective actions that ensure that the Deming cycle is established for continuous improvement.

– continuing soirees are practically tied to the existence of organizational and structural flexibility of universities, colleges, and departments, which will require a radical shift in the concept of leadership, management, planning, and action at different levels.

– continuing soirees are practically tied to the existence of organizational and structural flexibility of universities, colleges, and departments, which will require a radical shift in the concept of leadership, management, planning, and action at different levels.

Recommendations

- The competitive advantage indicator the faculty members get more agreement with their contribution to achieving competitive advantage because of the development of academic research, so the continuous development of the teacher in the field of research and the improvement of the quality of education and research should be greatly improved. In addition to efforts to improve the education and research environment, encourage multidisciplinary research, combine practical knowledge and skills, develop new skills and establish research and development rules.

-The Check component received high agreement ratios and a good accounting media, which should be considered as the half-complement to the continuous improvement cycle by continuous monitoring by competent persons.

-Quality of learning such as improved curricula, improved teaching, consideration of ways to encourage faculty members to develop their learning capabilities as more effective training, development of a system for collecting and analyzing information, should be ensured. The development of education in cooperation with other institutions such as leading universities and institutions acting as a center of science and innovation supporting

education and research.

-The progressive expansion of higher education institutions based on their scientific capacity and potential and other key indicators to build strategic partnerships with global universities; and partnerships with other institutions of society.

-To expand the scope of the university's interactive services, increase investments aimed at long-term business and social relations and thus contribute to increasing projects and investments to the university, and gradually transform higher educational institutions into a self-financing system and ensure their financial stability.

-The students' competitive advantage index is lower than expected because of the unemployment of university graduates due to the country's political circumstances, we recommend that the university consider a comprehensive national strategy for the training system based on the needs of the labor market.

-Establishment of an open, transparent and fair web site for advertising higher education institutions among professional and academic school students in the fields of education, educational and laboratory facilities, systematic updating of information on the areas of education for higher education institutions, their scientific potential, teachers, teachers, infrastructure and achievements.

– ensure the publication of articles by professors, teachers, scientific candidates, doctoral students and graduate students in higher education institutions in reputable international scientific journals with a significant influence factor, and increase the citation rates of articles; In addition, the inclusion of national scientific journals in stages in the international database of scientific and technical data.

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