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(Ivancevich, 2001: 8)

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.(282 :2000 )

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(Berenson and Levine,

.1992: 351)

$$n_o = z^2(1-p)/e^2$$

:(Ho) -1

$$n = n_o N / n_o + (N-1)$$

:(Ho) -2

:

:n<sub>o</sub>

:(Ho) -3

:N

:Z<sup>2</sup>

:(Ho) -4

:e<sup>2</sup>

:p

:(Ho) -5

$$n_o = 1.962(.50)(.50) / (.07)^2$$

$$= 196$$

:(Ho) -6

$$n = 196(205) / 196 + 205 - 1$$

$$= 40180 / 400$$

:(Ho) -7

$$= 10045$$

(1)

:(Ho) -8

(1)

31	44	86	
18	29	57	
23	25	50	
6	6	12	
78	100	205	

) 2003

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(2003

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(4)

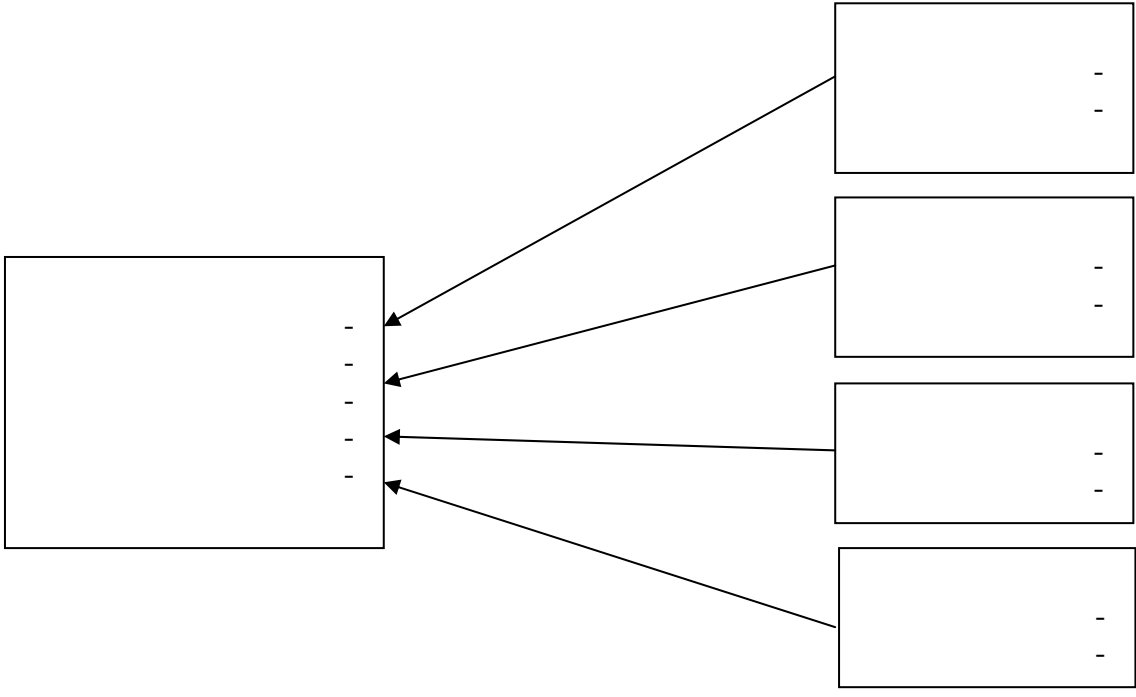
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.(Decenzo and Robbins 1996:127)

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 (Utility)  
 (Kotler, .(Miner and Crane , 1995: 347)  
 .2000: 36-40)  
 :  
 .(202 :2002 )  
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 .(Decenzo and Robbins, 1996: 321)  
 :  
 .(211 :2002 )  
 :  
 .(Dessler, 2003:6)  
 .(210 :2002 )  
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 (Johnson and Scholes,  
 ) .(2002: 103,271)  
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 .(Johnson and Scholes, 2002: 168-169)  
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 (208 :2002 )  
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 2003 1999 (ROA) -  
 1999  
 (ROC) -  
 (Roos, Westerfied and  
 .Jaffe, 1999: 31-36)  
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 .(Kotler, 2000: 225-226)

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 1927 1923 28  
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Effectiveness Efficiency . 1949  
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 (17 - 16 :1988 )  
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 (17-16 :1988 )  
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 (30-28 :2000 )

(Dissler, 2003: 2-12)

(19 :2000 )



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(Wheelen and Hunger, 2002: 234-237)

" (211-209 :2002 ) "

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(Dutch, 2004)

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112

(1989 )

(Heslin, 2003)

(Li, 2003)

(1988 )

45

(Liu, 2002)

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:  
(Buckley and Monks, 2004)

(Fey, 2000)

293

115

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(2)

(Wyperand Harrison, 2000)

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1400

(10-1)

(25-11)

-26)

(36

(46-37)

(Bae and Lawler, 2000)

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138

(49-7)

(51-50)

(Twomey and Harris , 2000)

(53-52)

(55-54)

(57-56)

(60-58)

(62-61)

(64-63)

(Huselid et al., 1997)

(16) .(66-65) (100)  
 (78) .(%78)  
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 (%97.3) (  
 %60

:(3)

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	) (	.5

(3)

%88.5	69	
%11.5	9	
%100	78	
%20.5	16	30
%25.6	20	40-31
%26.9	21	50-41
%24.4	19	60-51
%2.6	2	61
%100	78	
%16.7	13	
%15.4	12	
%55.1	43	
%2.6	2	
%6.4	5	
%3.9	3	
%100	78	
-	-	
-	-	
-	-	
%5.1	4	
%3.8	3	/
%2.6	2	/
%16.7	13	/
%9	7	
%50	39	
%12.8	10	/
%100	78	
%20.5	16	5
%16.7	13	10-6
%12.8	10	15-11
%10.3	8	20-16
%17.9	14	25-21
%21.8	17	26
%100	78	

%48.7	38	
%12.8	10	
%33.3	26	
%5.2	4	
%100	78	

.%5 (3)

:

:Ho

:Ha

%53.9

40

( )  
:(4)

30

(4)

(43)

( )

	<b>r</b>		
	0.553	0.00	
	0.638	0.00	
	0.541	0.00	
	0.496	0.00	
	0.453	0.00	

26

5

.(P < 0.001)

(4)

(P < 0.001)

(0.638)

(Ho)

%.5

(Ho)

.(0.453)

(6)  
( )

:  
:Ho

:Ha

	r		
	0.573	0.00	
	0.671	0.00	
	0.560	0.00	
	0.657	0.00	
	0.504	0.00	

.(P < 0.001)

( )  
:(5)

(5)  
( )

(6)  
(P < 0.001)

(0.671)

.(0.504)

	r		
	0.692	0.00	
	0.816	0.00	
	0.656	0.00	
	0.657	0.00	
	0.312	0.005	

.(P < 0.001)

:  
:Ho

(5)

:Ha

(P < 0.001)

( )

:(7)

(0.005)

(7)  
( )

(0.816)

.(0.312)

:  
:Ho

:Ha

	r		
	0.586	0.00	
	0.776	0.00	
	0.749	0.00	
	0.696	0.00	
	0.262	0.02	

.(P < 0.001)

( )  
:(6)

(7)

:Ha (P < 0.001)

( )

:(9)

(0.02)

(9)

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.(0.262)

(0.776)

	r		
	0.544	0.00	
	0.597	0.00	
	0.671	0.00	
	0.719	0.00	
	0.312	0.005	

.(P < 0.001)

(9)

(P < 0.001)

(0.005)

(0.719)

.(0.312)

(8)

( )

:(8)

	r		
	0.724	0.00	
	0.764	0.00	
	0.704	0.00	
	0.668	0.00	
	0.445	0.00	

.(P < 0.001)

:Ho

(8)

(P < 0.001)

:Ha

( )

(0.764)

:(10)

.(0.445)

(10)

(P < 0.001)

:

:Ho

(0.836)

(0.733)

(0.488)

(0.452)

(10)

( )

(Ho) .%5  
(Ho) .%5

:

:Ho .1

	<b>r</b>		
	0.733	0.00	
	0.705	0.00	
	0.638	0.00	
	0.601	0.00	
	0.488	0.00	

(P < 0.001)

(4)

(P < 0.005)

:

:Ho

:Ha

( )

(0.638)

:Ho .2

(11)

( )

:(11)

(5)

(P < 0.001)

(0.816)

:Ho .3

	<b>r</b>		
	0.490	0.00	
	0.452	0.00	
	0.506	0.00	
	0.652	0.00	
	0.836	0.00	

(P < 0.001)

(6)

(P < 0.001)

(11)

(P < 0.001)



(10)  
(P < 0.001)

(0.005)

.(0.671)  
.4

.(0.733)

:Ho .8

(7)  
(P < 0.001)  
(0.02)

(11)  
(P < 0.001)

.(0.776)

:Ho .5

.(0.836)

.5

(8)  
(P < 0.001)

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.(0.764)  
:Ho .6

(9)  
(P < 0.001)

.(0.719)  
:Ho .7

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## **Measurement Criteria for Efficiency and Effectiveness of Human Resource Management Strategies in The Jordan's Press Foundations and Their Relationship on Corporate Performance "In the Viewpoint of the Managers "**

*Khaled M. Alhyasat \**

### **ABSTRACT**

The present study aims at identifying the efficiency and effectiveness of human resources management in Jordan's press organizations as represented in strategies adopted by these institutions in the fields of human resources planning, selection and placement, evaluation of personnel's performance, training of employees and the relationship between these strategies and institutional performance.

The study population included 21 press organizations in Jordan, of which four institutions that employ no less than 50 workers and issue more than one publication were selected.

The results of study:

1. There is a positive relationship between the efficiency and effectiveness of human resources planning strategies in Jordan's press organizations and their institutional performance.
2. There is a positive relationship between the efficiency and effectiveness of the testing and appointment strategies in Jordan's press organizations and their institutional performance.
3. There is a positive relationship between the efficiency and effectiveness of the strategies of personnel performance evaluation in Jordan's press organizations and their institutional performance.
4. There is a positive relationship between the efficiency and effectiveness of personnel training strategies in Jordan's press organizations and their institutional performance.

**Keywords:** Human Resource Management, Strategic Management, Strategic Planning.

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