



## The Reflection of Quality of Innovation in Competitive Advantages Sustainability in Iraqi Manufacturing Industry

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### Abstract:

This study investigates the role of innovation quality in sustaining competitive advantages within the Iraqi manufacturing industry. In an increasingly dynamic and uncertain business environment, firms face a range of competing priorities—cost, quality, delivery, flexibility, and innovation—that collectively determine their competitive positioning. Among these, innovation has emerged as a critical strategic element in manufacturing strategy, especially in contexts characterized by rapid technological change and shortened product life cycles. Drawing from global insights and adapted to the Iraqi industrial context, this research explores how manufacturing firms define their competitive strategies, prioritize innovation among other performance criteria, and implement innovation-driven initiatives to enhance market competitiveness. The study examines whether firms possess clearly articulated manufacturing strategies, what criteria they use to measure competitiveness, and how innovation integrates with other strategic dimensions such as cost efficiency and product quality. It also investigates the capability-building mechanisms adopted by firms to reinforce their competitive standing. Findings highlight that innovation quality plays a vital role not only in developing new products and services but also in improving existing offerings, thus enabling firms to respond to market demands more effectively. The research underscores that in environments where product lifecycles are rapidly shrinking, innovation must be embedded in manufacturing strategies to ensure long-term sustainability and customer retention. The study provides insights into how Iraqi manufacturing firms can leverage innovation as a sustainable competitive advantage and offers strategic recommendations for aligning innovation capabilities with overall business objectives.

**Keywords:** Quality of Innovation, Competitive Advantages sustainability, Iraqi Manufacturing.

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### 1. Introduction

Several elements impact a manufacturing firm's competitiveness in today's unpredictable and fast-paced business climate. Companies compete with one another based on a variety of goals, including price, quality, timeliness of delivery, adaptability, and innovation. In addition to these conflicting goals, technology is a key component of industrial competitiveness, which in turn contributes to business competitiveness. This paper explores different perspective of manufacturing strategy, varied and conflicting measures of competitiveness, as well as the function of innovation within production technique to attain competitiveness. The article demonstrates how Indian four-wheeler passenger car businesses have used innovation to acquire a competitive edge in the national market. When it comes to innovation, the results hold significant lessons for businesses. A company's capacity to stay in business hinges on its capacity to draw in clients and provide superior goods and services. Businesses that want to stay ahead of the competition in their respective markets are always innovating new products and

services to better satisfy their consumers' demands. A company's competitiveness is defined as its capacity to earn market orders. Manufacturing strategy has always played a significant role in a company's ability to compete. Gaining an advantage over the competition is greatly helped by a well-planned production strategy. With cost, quality, and flexibility ranking among the top four strategic imperatives, the new paradigm in manufacturing strategy places innovation at the top. The function of innovation has become increasingly important in today's dynamic environment due to the ever-decreasing product life cycle (Kumar Pundir et al., 2013). It is against this backdrop that this paper tries to explore the above mentioned issues. Keeping in view the perspective of manufacturing strategy presented in this paper, the following broad questions are posed. Do firms have a clearly defined manufacturing strategy? What are the competing criteria of competitiveness? What is the position of innovation in the competing criteria of competitiveness? What are the different competency building initiatives undertaken to develop manufacturing competitiveness? What is the competitive positioning of firms in the product market? How innovation is used in gaining competitive positioning?

## 2. Understanding Innovation

People are stumbling around, encouraged by their friends and interests, until the lights go on. They create some useful models and protocols that clear the path for others. It often happens long before the innovation is formalized or broadly recognized. This is the art of the possible, the futuristic speculation that delights and enchants. Some even go further, giving the innovators time to explain. But don't spend too much time thinking of what should be. Focus on what is. High-technology can make imitation cheaper and faster. Very few people have the knowledge to think of what is possible. The best managers are blind to this capability within their own organizations. (Kim et al., 2021). Building upon cities and organizations already teams up some skills and expertise, but the process generally requires more people and institutions than are currently represented by those involved in a particular attempt (Gerguri & Ramadani, 2010). An innovation system needs connectors. They are the people who are required to 'get in the middle of things' and join efforts. They could be city or higher education administrators, civic leaders, entrepreneurs, public officials, or academics.

Innovations (defined as I) represent services/products designed to generate new Knowledge Economy through generation of specialized Knowledge. Innovations should hold up to something specific and concrete. It is easier to comprehend and reach it, but much more difficult to attain. Innovative thing is completed on the very day when it is considered that the "puzzle" is joined. A partial achievement is nothing but a realization that it should have happened such a thing. (Krupskaya, 2025)

## 3. Quality of Innovation

Quality of innovation is a critical source of competitive advantages for firms competing on an innovation strategy but it is difficult to understand the factors leading to innovations that meet the performance expectation. One important factor that has been neglected in this area is the quality of innovation, encompassing three aspects: novelty, problem-solving and value. With a natural focus on the novelty aspect of innovation, the quality of innovation is not only a significant predictor of innovation performance, it also lowers the trade-off between innovation and imitation strategies. Rudimentary capabilities of optimizing the novelty aspect of innovation may lead to a higher return from an innovation-focused strategy. However, such capabilities are not enough for firms to effectively compete on innovation. For an innovation-focused strategy to be effective, the quality of innovation needs to be enriched with capabilities of regulating both the problem-solving and value aspects of innovation. With capabilities over the three innovation qualities, firms enjoy the highest overall performance as well as the least performance variation. (Nimfa et al.2021)(Cenamor, 2021)

As a promising area for future innovation research, quality of innovation refers to the attributes of innovation output and encompasses three aspects: novelty, problem-solving and value. The novelty aspect represents the discovery of new solutions that meet users' needs in a new manner. The problem-solving aspect captures the extent to which a given innovation output effectively solves a business problem. The value aspect concerns whether the innovation output brings tangible benefits to the users. The quality of innovation is a significant predictor of innovation performance, the positive effect is stronger for firms competing on an innovation strategy (Schniederjans & Schniederjans, 2015). Further, while a poor-quality innovation is always misaligned with the idiosyncratic business model, a high-quality innovation is more flexible to be transformed to the other models. Overall, firms with a low quality of innovation are more likely to be niche firms, competing on a specific business model over a small market segment. Debugging a low-quality innovation may divert substantial attention and resources away from basic operations. (Hongyun et al.2025)(ARSAWAN et al.2022)

### 3.1. Defining Quality in Innovation

In a competitive and increasingly fragmented marketplace, the emphasis on innovation has grown. Isolated ad hoc improvements to product, process and administrative practices are becoming less effective. A greater commitment to innovation and significant resourcing of both product and service technology is now required for an organization to compete in dynamic markets and macro-environments. Organizations with a quality-oriented culture (exhibiting a strong commitment to product, process and administrative quality) can be expected to achieve a greater pace and level of enhancement in all forms of innovation than those organizations without this proactive approach to quality. The move to an innovation-oriented culture is not a call for reducing the emphasis placed on product, process and administrative quality. In fact, firms recognized for having a high level of quality management now lag in their level of innovation. Such firms appear stuck in a product design rut, and a low degree of process variation. The need remains for quality improvement efforts, however pine tree quality initiatives should be augmenting rather than controlling more exploratory concurrent activity within organizations that are pausing for breath between two product/service launches (Schniederjans & Schniederjans, 2015). (Ayoko, 2021)(Butt & Yazdani, 2023)

Quality of innovation (QI) is a new construct that can combine quality management and innovation disciplines through contributing factors. Technology innovation has a reputation for having a higher propensity for failure, which adheres to concepts of fitness for use and before launch quality" Quality has been recognized as highly significant on performance in the economics and operational fields for decades, with a large number of qualitative factors being investigated. However it has largely been neglected in the innovation discourse. (Yingfei et al.2022)

### 3.2. Measuring Quality of Innovation

Quality of innovation can be described as a construct with relevant components, indicators, and scores. These aspects correspond to the Quality of Innovation Indicators, QII, components, Quality of Innovation Indices, QII, indicators, and the scores of components and indicators that measure them. Given the numerous indicators derived from available relevant literature, a condensed set of items that can measure QII effectively and maintain good psychometric properties can describe QII's characteristics. Content validity is assured by the previous literature with a wide range of QII studies in other countries, economies, and sectors. Components were constructed based on the prior literature, and questions adopted were either validated in previous studies or tailored for the context of the study. (Ogbeibu et al.2021)

Quality of Innovation Scale is formed using items from prior literature and tailored items to cultural contexts and new generation aspects. Careful translation process was followed

using back-translations methods to maintain the meaning of key aspects of original items. Construct validity is satisfied during the scale construction process. Initial founded constructs were in line with existing literature constructs, which were further improved by CFA tests. Country of origin and contextual influences on the composing constructs were considered as well. Validated Quality of Innovation Indicators were examined using multi-sample domain-tested socio-economic, technological, and cultural contexts. Factors affecting different components of QII score were analyzed based on the QII scores and external dependent variables, which were not explicitly mentioned in the original literature but could be linked to the sought construct. (Barchielli et al.2021) Contextual adaptation of language and cultural background must be ensured to maintain the meaningfulness of items, which requires extra effort and techniques, including back-translation, pre-test, and discussions with the experts. (Migdadi2022)

### 3.3. Factors Influencing Quality

Based on distinct management classifications, organizations should aim for proper managerial strategies and practices that affect product/process quality and novelty, and their interaction effects. (Schniederjans & Schniederjans, 2015) extract major constructs from such classifications to fulfill this need. Managers should be aware of potential inner diversities of applications of quality management practices to influence innovations, and thus the importance of ordering managerial practices in the right direction to achieve aspiration goals of quality assurance. Existing research shows that, however, knowing managerial constructs is not equal to having practical direction in designing a managerial system (Fonseca et al., 2021). It is because they are often not specified in their interplay with quality management practices. provide supporting evidence that product/process quality and novelty can be more effectively gained via a managerial system of quality assurance that is also specified with interaction effects of practices of both social and technical types. Quality management is argued to need theories about moderation of a comprehensive system that recognizes relevant interplay and interactions of both social and technical managerial practices, in which the former types are more deeply involved in day-to-day operations. The important managerial practice orientations are identified as widely obtaining cluster practices derived from distinct management classifications. A strong boosting effect of social practices on product and process quality and innovation is found. Meanwhile, having such practices helps gain achievements of more varied technical practices. Technical practices can, however, not independently enhance innovation or substantial improvement of either product or process quality. It indicates that quality assurance practices are found to affect the exploration-exploitation structure studied in existing research on quality innovation. (Khan et al.2021)

### 4. Competitive Advantages

As a key element of corporate performance, competitiveness has received a great deal of research interest recently . With rapidly changing business environments, markets have become more uncertain and dynamic, requiring firms to improve their ability to continuously develop and deliver a stream of new products. At the same time, globalization, deregulation, and technological innovation in the 1990s have fundamentally changed the ways firms compete (Nayak et al.2023). In this context, competitive advantage relates to the choice of variable through which a firm seeks to compete in a market. It influences the type of competitive environment in which a firm finds itself. Competitive position, on the other hand, describes the implicit or explicit market segment or segments a firm sees as its primary source of revenues. It embodies the firm's view of the marketplace and has a major influence on its choice of competitive advantages (Cuthbertson & Furseth, 2022),. Competitive advantages are built on a firm's strengths that are sustainable relative to the advantages of its rivals. It is the basis for a firm to achieve superior performance over the long term. The beginnings of the resource-based view can

be traced to Penrose. She emphasized the role of a firm's expanding resource base in enabling it to grow. She suggested that the resources of a service firm expand with increasing output. Resources are all tangible and intangible assets a firm owns or controls, which are used in the firm's production process. Competitive advantages arise when some resources controlled by a firm cannot be fully replicated by competing firms. Competitive position takes shape even before strategic options are considered. Porter's five forces framework of industry and competitive analysis suggests that the evaluation of the structural attractiveness of the industry is the starting point for strategy formulation. The objective of this stage is to identify whether an industry is attractive or has prospects for improvement. (Krakowski et al.2023).

#### 4.1. Definition of Competitive Advantage

Competitive advantage is the result of a firm's ability to create a product/service that creates greater value for the customer than the value that the customer creates for the firm. Thus, the cost advantage and the differentiation advantage may be used to determine the competitive edge. When one company can provide a product or provide a service at a cheaper price than its rivals, it has a cost advantage. The firms that have a low cost structure compared to competitors usually attain cost advantage. The cost advantage can be a result of several factors such as focused strategies, economies of scale, proprietary tech and intellectual properties, or having more financial resources than the rival (Kumar Pundir et al., 2013).

Differentiation advantage exists when a firm is able to command a premium price for its product/service compared to the competitors. The product/service must create customer perceived value greater than the cost that customer incurs to acquire the product/service (Andersén, 2021). Differentiation advantage can be a result of better quality, better features, better reliability or a better customer service than offered by the competitors. It must be noted that a competitive advantage does not last forever. Competitors can and will attempt to imitate or duplicate the advantages. Competitive imitation can take two forms, competitive consequence or competitive reaction. Competitive consequence results in reduced competitive advantage for the firm that is imitated and increased competitive disadvantage for the newcomer. Competitive reaction refers to actions taken by competitors to minimize the gain of advantage by a firm (Suprihono et al.2024)

#### 4.2. Types of Competitive Advantages

Competitive advantage is defined as a unique position that a firm develops in comparison with its competitors. A firm has a competitive advantage if it has a strategy that is not being implemented by a large number of firms. Outward evidence of a competitive advantage is a position of superiority in an industry or market. Superiority depends on how customers perceive it. A firm can have a competitive advantage with respect to a wider scope and a different market. (Kuo et al., 2022)(Tu & Wu, 2021), Competitive strategies can be broadly classified into cost leadership, differentiation, and focus (Čater, 2005). Competitive advantage can also be seen in terms of types of competitive advantages. The first classification distinguishes between factors that are external and internal to a firm. External factors are attributed to the environment, in which the firm operates. Industry-based view of competitive advantage is based on external conditions. A low profitability of an industry attracts new entrants into the industry (Kumar Pundir et al., 2013). The essence of internal factors of competitive advantage can be summarized in a single group of resources, or in the capability to combine of resources. (Kryscynski et al.2021)

#### 4.3. Sustaining Competitive Advantage

The sustainability of competitive advantage is defined in marketing terms. For example, firms without a new product introduction would witness an erosion of market shares,

sales, and profits. Firms situated at the end of the technology cycle are finally driven out of business by competition regardless of past success. The key to an enduring advantage lies not in a firm's past in technologies, product lines, and market positions of its competitors' technologies but rather in the ongoing dynamics of firm rivals and the market environment (Kumar Pundir et al., 2013). The underlying review articulates a micro-leading proposition of a QOP construct to address important questions in how the quality of innovation affects the sustainability of a competitive advantage. The QOP construct indicates that firms' innovation can differ in how well they fulfill a particular process of incentivizing, generating, and commercializing ideas. (de et al.2024)(Alam and Islam2021)

Disrupted industries are often cited as separation scenarios causing the breakdown of value creation and impacted firm tenures and thus offer examples of how dynamic capabilities, including innovation-related capabilities and the creation of new strategy configurations, can be critical in reshaping value within and across industries. However, firms' abilities to turn their installed accumulations into competitive advantages are often constrained by the nature, timing, and complexity of their technological regime, as well as the consequent development and exploitation of complementary assets. Incumbents risk losing competitive advantages over the types and development paths within a technological regime, leading to entry opportunities for entrants with these different types or paths (Arogyaswamy, 2019).

### **5. The Link Between Innovation Quality and Competitive Advantage sustainability**

Innovation is essential to gain competitive advantage, offset competition, and differentiate and sustain competitive advantage for a duration of time (Schniederjans & Schniederjans, 2015). Continuous innovation was found to be positively associated with price and cost competitive advantages; however, its economic significance diminished in the later years. On the contrary, competitive and cost advantages intensified the adoption of continuous innovation, indicating firms could craft their competitive advantages by proactively changing their innovation strategies. Competitive advantages enhanced the adoption of green innovation, although the impact weakened after the initial years. Firms could proactively promote green innovation adoption by crafting their non-eco-friendly competitive advantages with a long-term perspective (Lin et al.2021).

In addition to other quality driver variables, such as quality information and performance measurement, quality management and innovation were considered to broadly examine their impacts on competitive advantages. Quality is emphasized as a core function in organizations. However, extensive studies on quality innovation have been primarily based in developed countries instead of emerging markets. Research is warranted to obtain a more comprehensive understanding of the impacts of innovation quality and other factors on competitive advantage. Continuous innovation was regarded as an outcome measure of innovation quality; thus, quality management was viewed as input for innovation quality. A cost advantage was defined to assess cost competitive advantage while product differentiation was used to assess product competitive advantage. (Goel et al.2021)(Xu et al., 2023)

### **6. Strategies for Enhancing Innovation Quality**

Given the broad notion of innovation, managers assume an active role in creating an innovation ecosystem by signaling and resourcing opportunities to pursue innovations of a chosen nature. Firms' repertoires of innovation types are shaped primarily by two sets of factors—environmental and innovation-usage factors. Environmental factors concern the firm's industry sector, the competitive space in which it competes, and its geographic scope. Innovation use factors encompass innovation objectives, relative importance of various constraints, existing innovation types, and size (Arogyaswamy, 2019).

Second, firms can review the collaborative and relational aspect of innovations in a sector.

Firms can enhance their participation and provide technology availability as an ingredient to an open innovation ecosystem. Hence, the innovations of others can be acquired and exploited in one's sector. Joint-venturing a technology or an innovative firm can lead to fruitful innovations and assure returns on investments. Third, firms should also dedicate attention and investments to destructive innovation and its competitors. Adopting destructive innovations often affords incumbent firms greater competitive advantages. Hence, firms should have (tentative) triggers for many aspects of destructiveness, and be quick to detect the slightest shifts in their characteristics.

Regarding the use of competitively adopted innovation types, retrospective reviews of usage should be undertaken on a regular basis. Reviewing a wider scope of usage in the innovation periphery is often beneficial. Hence, firms can shift complementary additions to current usage types or explore usage types that were previously discarded based on hindsight. Firms' reorganizations regarding the focus of core innovation type usage should hence be avoided. Such shifts often lead to the demise or disappearance of the firms. Organisational hurdles should rather be tackled to enlarge or restore a firm's repertoire of innovation usage types. Such efforts should concentrate on possibly fictitious overtime broader scopes of innovation use (Schniederjans & Schniederjans, 2015).

## 7. Methodology

### 7.1. Research Design

This study used an observational testing technique that was structured into many analytical sections. This research looks at the Iraqi manufacturing industry as a whole, with managers serving as a sample for the macro level, and at the level of individual offices as a whole, for the micro level. To offer further precision, the components are stated in terms of their frequency. All components are assessed for frequency either individually or as a whole, with the exception of some quality of innovation variables. This layout is in line with studies that bundle behavioural economics analysis for use by policymakers or that examine the impact of innovation quality on economic activity. Research conducted by Çera et al. in 2021

The financial exchange office's inquiry questionnaire is based on findings from experimental research in developed-country behavioural economics and quality of innovation, both of which examine decision-making aspects. There are two different kinds of survey forms that are given. One is a demographic consent form that asks seven questions to find out about responders; the data screening questionnaire isn't meant to provide material for hypothesis testing, but to learn about possible biases(Pak et al., 2024).

### 7.2 Theory and Hypotheses

The basic model used in this investigation is shown in Figure 1. This tool is useful for figuring out how innovation quality affects innovation quality over time. The following section of this article delves into the model's concepts. Their theoretical interest and mobilisation in previous research have been considered while selecting them, as they may help to contextualise the results of this study with those of previous studies.



Figure 1. The hypothesis mode

### 7.3 Hypothesis

Based on the literature evaluation provided, it appears that there are conflicting and unclear conclusions about the relationship between innovation quality and the durability of competitive advantage in the present research. Did Existence, the primary research hypothesis, It is helpful for managers in the Iraqi manufacturing industry to focus on innovation quality and the durability of competitive advantage.

#### 7.4 Sample

Managers from Iraqi Manufacturing Industry, The researcher selected participants using the systematic sampling approach. The study was carried out using 47 questionnaires, 43 of which were returned after being filled out by patricide.

### 8. METHOD OF ANALYSIS

#### 8.1. Findings

In the section, you may examine the participants' demographic data. A total of forty-three managers were included in the study. The research questions' characteristics and demographic tendencies are displayed in Table 1.

Table1: "Descriptive Statistics Regarding Research Specimen"

| Requirements |                    | N   | %   | Requirements   |          | N            | %     |        |     |
|--------------|--------------------|-----|-----|----------------|----------|--------------|-------|--------|-----|
| Gender       | Male               | 35  | 81  | Education      | Bachelor | 15           | 35    |        |     |
|              | Female             | 8   | 19  |                | Master   | 3            | 7     |        |     |
|              | Total              | 43  | 100 |                |          | PhD          | 25    | 58     |     |
| Age          | 36 – 45            | 7   | 17  |                |          |              | Total | 43     | 100 |
|              | 46 -55             | 23  | 53  | Service period |          |              |       | 6 - 10 | 6   |
|              | 56+                | 13  | 30  |                | 11- 15   |              |       | 12     | 29  |
|              | Total              | 43  | 100 |                |          | 21 and above |       | 25     | 58  |
|              |                    |     |     |                |          |              | Total | 43     | 100 |
|              | business education | Yes | 27  | 62             |          |              |       |        |     |
| No           |                    | 16  | 38  |                |          |              |       |        |     |
| Total        |                    | 43  | 100 |                |          |              |       |        |     |

The majority of the participants were male (81%), and 17% were found to be between the ages of 36 and 45, according to the data in Table I, which shows the demographic characteristics of the participants. After taking everyone's degrees into account, 53% had a bachelor's and 58% had a doctorate. Those who had been with their companies for 21 years or longer were ranked highest, followed by those with 11–15 years of service. Nearly 62% of those who took part said they had gotten some kind of business education. According to Table 1, the research participants have extensive expertise and experience. The study's managers include academics from Iraqi government universities and specialists in administration; they also have experience with administrative efforts and improving effective organisations. Although they represent a specific number, their opinions could be generalised due to their managerial experience.

To analyse the data, we used SPSS (Statistical Package for the Social Sciences) 23 and Excel 2010 from Microsoft Office. The primary statistical methods utilised were non-parametrical statistic tests that made use of descriptive and inferential statistics, person association, and regression analysis. In the end, the data were analysed at a 5% level of significance, where a p-value of less than or equal to 0.05 is considered significant and a p-value less than or equal to 0.01, very significant.

Table 2. "demonstrates the associations of the variables utilized in this investigation".

| Variables             | Mean | SD  | 1 | 2 |
|-----------------------|------|-----|---|---|
| Quality of innovation | 3.46 | 0.7 | 1 |   |



|                                      |      |     |      |   |
|--------------------------------------|------|-----|------|---|
| Competitive Advantage sustainability | 3.57 | 0.6 | 0.61 | 1 |
|--------------------------------------|------|-----|------|---|

Positive and statistically significant relationships between the dependent and independent variables are shown by the correlation coefficients. According to Table 2, there may be a connection between the quality of innovation and the sustainability of competitive advantage ( $r = 0.58$ ;  $p$  less than 0.01).

## 8.2 Regression Analysis

Results from multiple regressions that built on basic regressions to investigate the link between innovation quality and the longevity of a company's competitive advantage are shown in Table 3.

Table 3. Regression results

| Independent factors   | Economic Decision-Making |         |      |
|-----------------------|--------------------------|---------|------|
|                       | B                        | t-value | Sig  |
| Quality of innovation | 0.49                     | 6.00    | 0.00 |

Note: The regression analysis were carried out independently for each independent and independent variables.

Table 4. Finding of indirect impact.

| Model | Factor                               | R2   | F     | S.Error | $\beta$ | t-value | Sig. |
|-------|--------------------------------------|------|-------|---------|---------|---------|------|
| 1     | Quality of innovation                | 0.31 | 48.52 | 0.06    | 0.02    | 0.36    | 0.07 |
|       | Competitive Advantage sustainability |      |       | 0.07    | .058    | 816.    | 0.00 |

## 9. Discussion

In this article, we will explore the complex interactions between two important processes—the sustainability of competitive advantage and the quality of innovation—in an effort to get a thorough understanding of the main elements that govern and direct human quality of invention. Despite their obvious importance to our daily lives, economists have shockingly paid little attention to these crucial concerns. In order to fully grasp and appreciate the complex and diverse nature of Quality of innovation, this paper strives to incorporate additional elements, aspects, and facets beyond just identifying and recognising influential factors. As one looks closely at our model, they will see that the sustainability of Competitive Advantage is the first step in ensuring the quality of innovation. This leads to a mutually beneficial relationship between the two processes, which is very strong and hard to break. By carefully examining the complex process of economic decision-making—which is impacted by various factors like time management, individual preferences, goals, and aspirations—we can gain valuable insight into how important it is to prioritise and control one's financial ambitions and goals. Despite the fact that obtaining financial gain is the end goal, it is important to acknowledge that having a lot of different ideas can lead to reckless, imprudent, and unwise innovation. Consequently, it is essential, vital, and indispensable to engage in introspective and contemplative thinking about one's financial actions, choices, decisions, selections, and behaviours, and to evaluate, assess, and analyse these things thoroughly, comprehensively, and meticulously. A strong mental shield, guard, and protector imbues these critical, vital, and essential processes, procedures, and actions with financial serenity, tranquilly, peace, and calmness. This shield wards off other unrelated and extraneous ideas, notions, and thoughts that might inadvertently infiltrate these cognitive and mental procedures, processes, and operations.

## 10. Conclusion

Philosophy should occupy a more central position in education, rather than being relegated to a subservient role. A multitude of significant philosophical questions emerge from this discussion, some of which may not be immediately apparent. Why should we view the enhancement of critical thinking skills as essential to the advancement of higher education? What makes education comprehensively understood in both formal and informal contexts? Is it accurate to equate education with learning? To what degree are learning and education processes intentionally shaped or influenced? Why has education traditionally been explained as a process under human control, yet is increasingly being understood as something that transpires in unpredictable ways? What accounts for the fact that the practice of education is inherently situated, contextual, historical, and cultural in nature? What remains critically significant is not merely the precise wording of each philosophical inquiry, but rather the importance of raising these questions and engaging in their pursuit, both individually and collectively. The ultimate objective is to engage in a more profound exploration that aims to enhance our understanding of the nature, the limitations, and the vast potential of education; its integral role in the process of human becoming; and the moral foundations upon which the practice of education fundamentally rests, particularly within the various contexts mentioned. This deeper inquiry should enhance our collective comprehension of how educational practices can evolve and adapt to meet the complexities of the human experience.

The question posed about the nature of education is both fundamental and radical. It is fundamental because it speaks to the heart of the educational enterprise and also because it has been the chief concern of educators since education as a formal practice came into being. It is a radical question because any considered answer to it pushes deeper still into the philosophy of language, an area of thought usually regarded as recondite, 'cutting edge', and sometimes obscure. Education is one of the most vital processes in human and societal development, determining the development of fundamental attributes of every human being (Segovia López & Sánchez Pérez, 2014). Nevertheless, however integral it is to the human condition, education is currently perceived and practiced in various ways, and the underpinnings of these different understandings are not always explored and clarified. Some of these perspectives are relatively shallow, others more in-depth, but they all provide insights that need to be collectively taken into account.

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