

THE IMPACT OF THE MORAL AND MATERIAL INCENTIVES TO RAISE THE LEVEL OF PERFORMANCE AND CONTINUITY IN SHARIA AND ISLAMIC STUDIES COLLEGE AT THE QASSIM UNIVERSITY

AHMAD ALI AL SHRIEM

Associate Professor

Measurement and Evaluation Unit

Super Visor Sharia and Islamic Studies College

Qassim University

ABSTRACT_ This study aims to identify the most important moral and material incentives offered to faculty and staff at the College of Sharia and Islamic Studies at Qassim University and attitudes towards it, also aims to assess the impact of incentives and prizes offered by the college to improve the level of performance and continuity in light of the quality requirements, and then make proposals to develop a system of incentives from the viewpoint of the faculty members at the college. It will use the researcher descriptive approach to this study, it will also use the Find A questionnaire prepared to identify the trends of faculty and staff members about the incentives offered at the college, as well as a private on developing proposals to identify, The questionnaire was applied to a sample of (102) faculty and staff members. The results showed that the members of the faculty and staff agreed that the level of incentives provided to them at the college was (large) and the mean was (3.42), and that the members of the faculty and staff agree on the effect of incentives on improving performance) With an average of (3.89). The members of the study also agreed on proposals to develop the incentive system in the college with a (significant) average with an average of (3.96). The results also showed that there is no statistical significance of the differences between the responses of the study members from its axes attributed to the job title or years of experience in college. The study recommends the continuation of the current incentives in the college, and work to create new individual and collective incentives, and the balance between the material and moral incentives provided to members of faculty and staff and departments and units of the College. The study also recommends that the faculty deanship launch more individual annual awards in the College along the lines of the Distinguished Department Award, such as the Distinguished Employee Award, the Outstanding Faculty Member Award.

KEYWORDS: Moral incentives, Material incentives, Performance, College of Sharia, Qassim University.