

ملخص رسالة ماجستير بعنوان العلاقة بين الإبداع الإداري وجودة الخدمة
بالتطبيق على القطاع المصرفي
إعداد الباحث: محمود بدوي أحمد كمال

Abstract

The following study tries To know the ability of creativity in work of the directors about the banking services in the private sector and the public sector banks And its effect on the quality of service according to the customers' point of views. the study show that The mean of the ability of creativity in work of the directors about the banking services in the private banks is more than the mean of the ability of creativity in work of the directors about the banking services in the public banks, the mean of the perceived quality level of the customers of the private banks is more than the mean of the perceived quality level of the customers of the public banks, And there is a positive relationship with statistical significance between the ability of creativity in work and the quality of banking service perceived by customers.