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The role of local enterprises in marketing agricultural crops in the Jordan valley (Algohr) area

Abstract:

The research discusses the role of local enterprises in marketing agricultural crops in the Jordan valley (Algohr) area. This area is of an agricultural nature which is normally hot in the summer and moderate in winter which sets up good weather conditions for lots of agricultural crops normally produced in winter, which would assist selling it in relatively higher prices either inside or outside Palestine, also, there are some crops that are only planted in the valleys area such as bananas, palm trees and grapes with no seeds.

The study had aimed at recognizing the role of local enterprises in marketing agricultural crops, pointing out the current status in marketing agricultural crops, and recognizing the marketing channels in the district of Jericho and Algohr. Also, the study had aimed at reaching potential solutions to overcome marketing difficulties facing farmers. This study had been executed in the Jordan valley, Algohr (northern, middle and southern) for the agricultural season of 2005-2006, which had extended from the beginning of September 2005 until end of August 2006.

The study sample test consists of farmers from Jericho and valleys, in addition to active enterprises in the agricultural field in the region. The sample test volume is 120 farmers and 9 enterprises. A descriptive curriculum was used to accomplish this study, where data were gathered; hypotheses were studied and tested using surveys and former literature.

For the purpose of study, the researcher had created two forms: the first one for farmers and the other one for enterprises working within the agricultural field. The survey form for farmers was filled out after being tested and authenticated by personally interviewing farmers. The survey data were processed by the statistical program SPSS. Number of statistical procedures and measures were used to analyze the data such as: frequency distribution and mean to describe the test statistic, also, chi square, T- test and Oneway Anova tests were done to find and experiment the relation between different variables.

The study showed that there is no significant role (not more than 2.5 %) for enterprises in marketing agricultural crops in the study region. Farmers need the positive interference of enterprises to market their agricultural crops. Farmers need financial support to encourage them to produce new marketable goods away from the routine. To adapt modern means and techniques in planting process, as for the problems on reaching the markets, 70% of farmers indicated that Israeli borders and check points stand as major factor hindering farmers from reaching markets, which forces them to use encompassing way with more transportation cost. The results show that there is an obvious negligence of marketing orientation for farmers, there is a shortage in specialized studies regarding local markets and their needs of agricultural crops, farmers had expressed their desire and need for marketing procedures such as: sorting, filling and circulating. 80% of farmers conduct the above mentioned procedures in their farms due to the scarcity of warehouses, the study had also pointed out that there is a need to open foreign market niches and widen local markets, farmers concentrate on the Israeli market in the marketing process without studying the Israeli Market needs when planting their crops which created a sort of mal planning, the study had also shown that there is no significant statistical relation regarding the point of

views for farmers on the role of local enterprises in the agricultural marketing process, and this is justified by the variation of crops and regions.

The study had come up with number of recommendations to activate the role of enterprises including governmental, coordinate and unify their efforts by all means, under supervision of an official party to avoid any discrepancies, to gather farmers within corporations and unions, this would empower and unify their efforts to solve their problems, to work on widening local and foreign markets, and benefit from some open Arabic markets, establish modern factories and centers for agricultural marketing procedures as it is considered as a base for the marketing process

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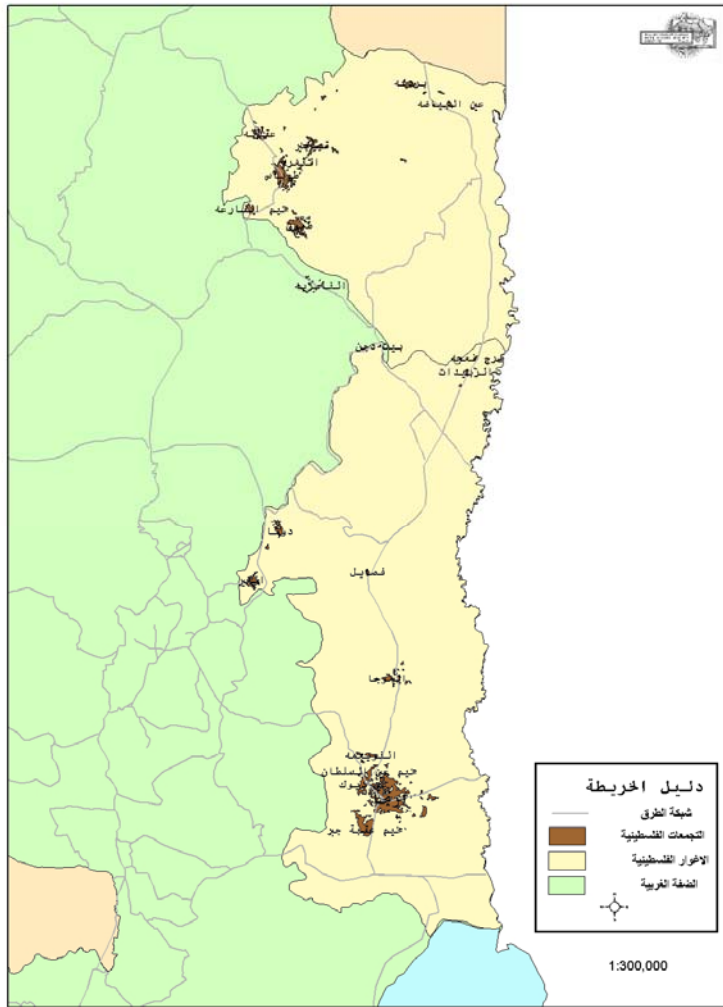
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48	147	107	973	46	506	86/85
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1,827,003	202	478,434	191,660	1,156,707	1994/1993
1,904,925	423	563,152	197,752	1,143,598	1995/1994
1,829,880	711	520,110	190,984	1,118,075	1996/1995
1,834,658	952	510,568	185,812	1,137,326	1997/1996
1,861,380	715	530,276	181,984	1,148,405	1998/1997
1,612,013	715	328,882	158,401	1,124,015	1999/1998
1,836,789	587	469,682	173,862	1,192,658	2000/1999
1,815,547	550	467,122	173,417	1,174,458	2001/2000
1,851,070	518	495,297	174,016	1,181,239	2002/2001
1,815,019	526	482,848	173,595	1,158,050	2003/2002
1,823,670	332	491,178	179,468	1,152,692	2004/2003
1,833,350	334	506,686	179,139	1,147,525	2005/2004

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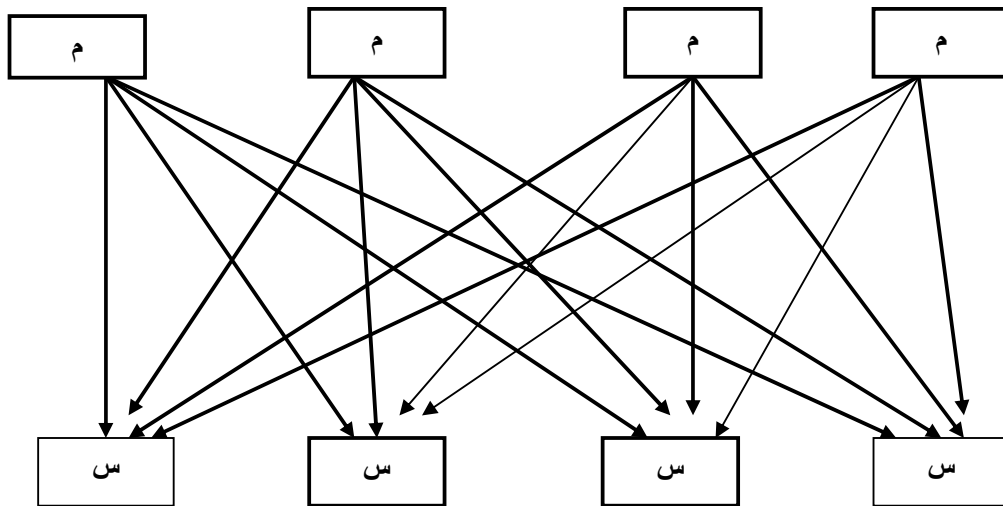
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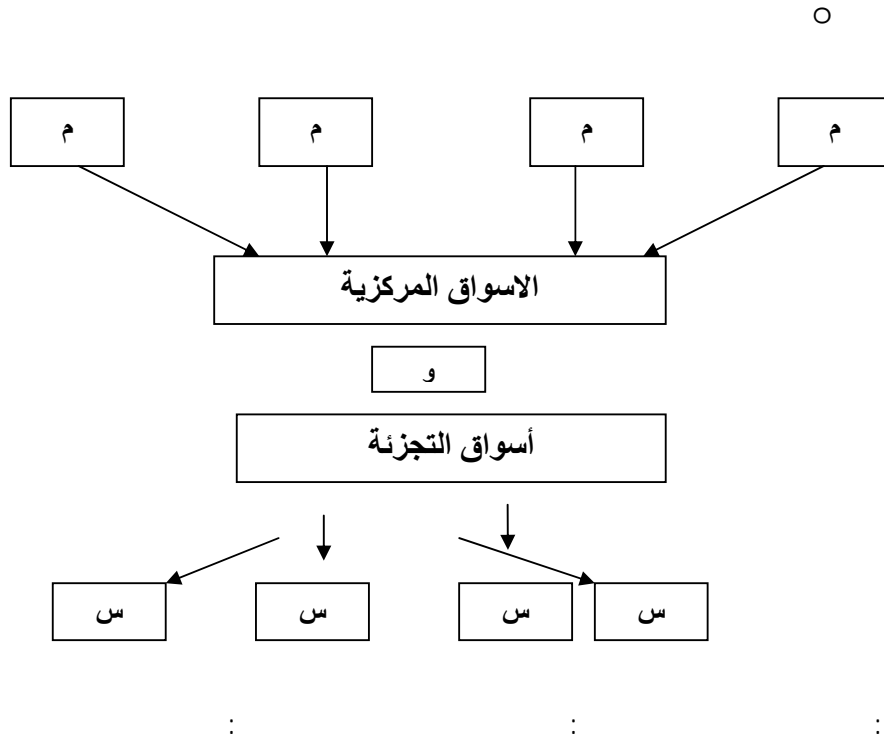
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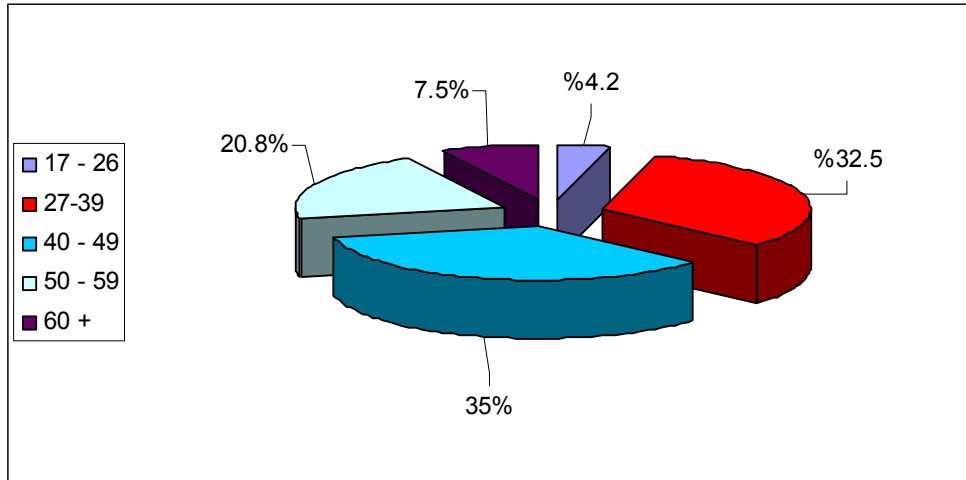
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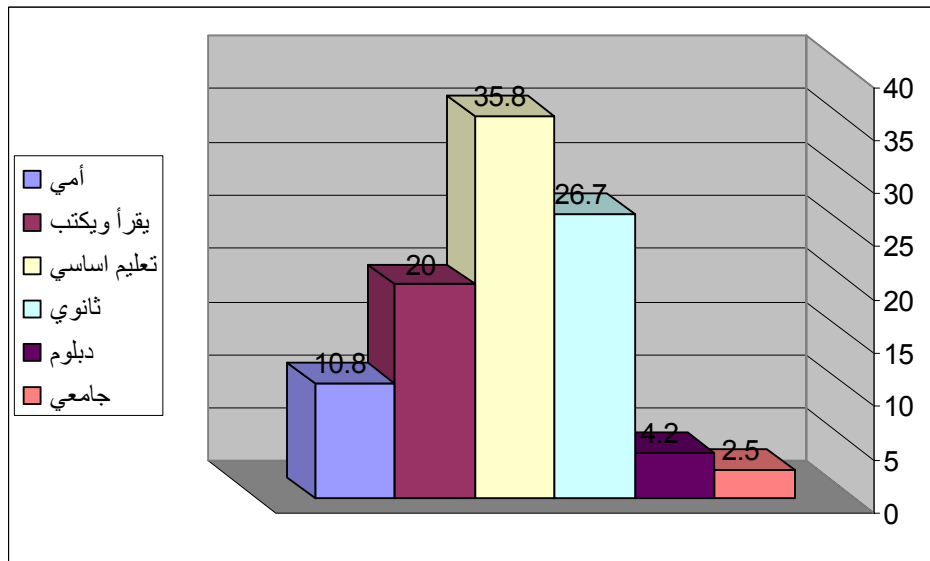
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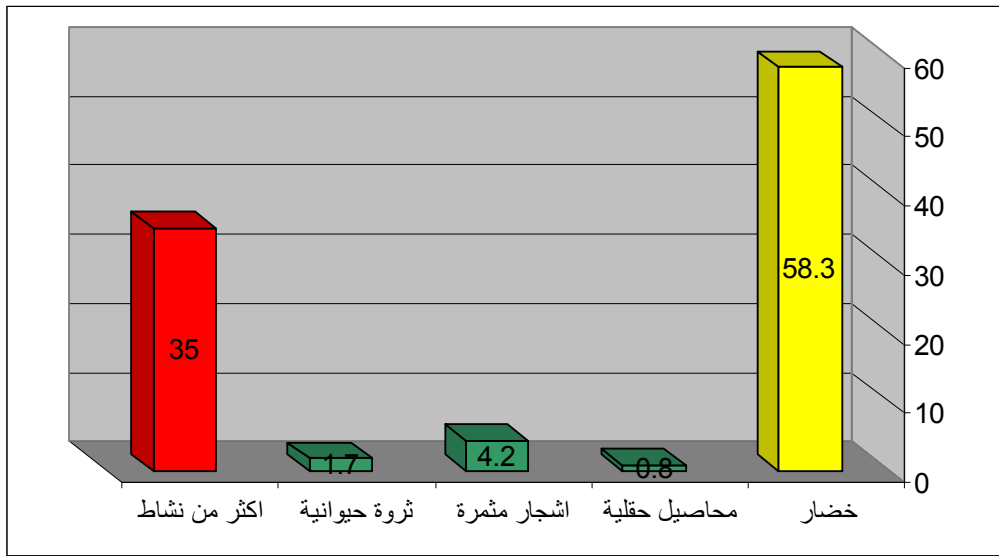


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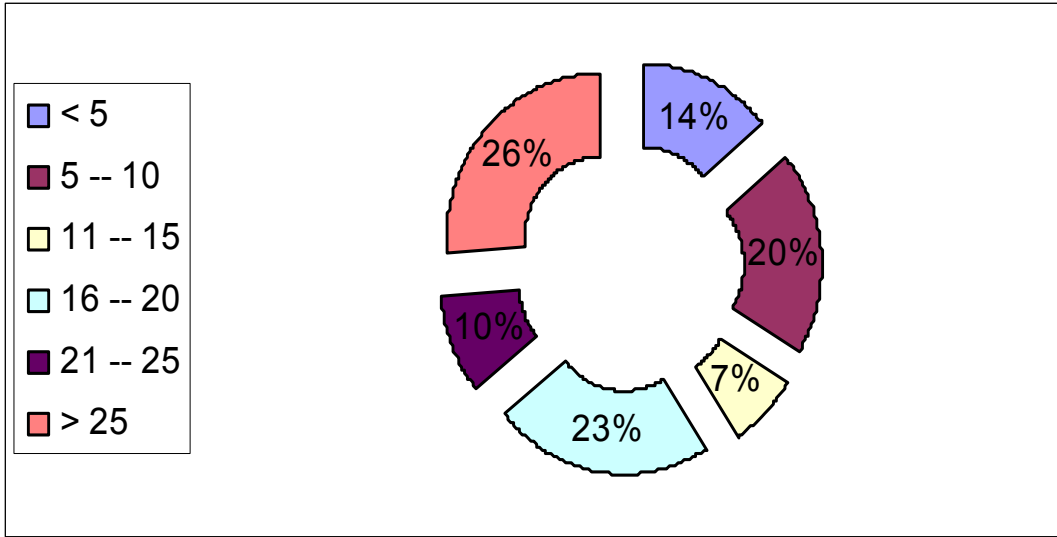
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2454	68	1272	34	702	12	480	22	
2994	73	766	21	1672.5	27	555	25	()
1641	37	550	15	935	15	156	7	
7089	178	2588	70	3309.5	54	1191	54	

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(38) (1719)
 (953) . (2.4)
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(2005-2006

828	22	414	11	301	8	113	3	
410	4	102	1	205	2	102	1	
1719	38	136	3	1131	25	452	10	
953	11	260	3	520	6	173	2	
427	2	214	1	214	1	0	0	

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(2005-2006

33	1	0	0	33	1	0	0		
95	1	0	0	95	1	0	0		
711	9	395	5	316	4	0	0		
376	4	94	1	188	2	94	1		
264	3	88	1	176	2	0	0		
63	1	63	1	0	0	0	0		
386	11	316	9	70	2	0	0		
142	1	0	0	142	1	0	0		
127	2	0	0	127	2	0	0		

(%66)

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(2005-2006

1.7	2.3	3.5	1.2	4.5	6.2	1.7	2.3	3.0	2
0.0	2.8	0.0	0.0	2.7	0.0	0.0	2.1	0.0	
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
0.0	0.0	4.1	0.0	0.0	3.5	0.0	0.0	2.1	

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(2005-2006

0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
1.7	0.0	0.0	2.4	0.0	0.0	12.2	0.0	0.0	
5.1	3.2	2.1	8.1	9.7	9.2	13.2	11.0	9.5	
86.4	79.2	80.1	73.0	76.8	59.3	52.9	66.3	59.4	
1.7	8.9	9.9	12.2	6.0	14.8	13.5	12.5	12.3	1
3.4	3.6	0.3	3.1	0.3	7.0	6.5	5.8	13.7	2
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1
%100	%100	%100	%100	%100	%100	%100	%100	%100	

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(2005-2006

828	1159	1196	1056	1479	1526	380	532	549	
22.1	14.2	13.5	21.2	19.2	11.0	19.2	10.2	11.2	2
19.2	16.5	8.0	22.8	15.4	13.0	21.3	19.2	9.1	
19.2	17.1	1.9	18.4	19.2	3.0	18.2	15.4	2.1	
18.9	15.9	0.3	11.5	11.2	0.1	16.5	19.2	0.9	
2.7	14.5	0.1	3.7	9.1	0.1	6.3	20.4	1.2	
3.2	7.0	0.0	1.3	6.3	0.0	2.1	2.3	0.0	
0.5	0.4	0.0	0.1	3.9	0.0	0.3	0.1	0.0	
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
0.0	0.0	1.8	0.0	0.0	4.0	0.0	0.0	3.2	
3.0	0.0	19.2	0.5	0.0	15.3	0.2	0.0	21.4	1
1.6	2.5	26.9	3.7	6.2	25.6	3.2	6.2	23.1	2
9.6	11.9	28.3	16.8	9.5	27.9	12.7	7.0	27.8	1
%100	%100	%100	%100	%100	%100	%100	%100	%100	

(% 59) •

(%23) (5.4)

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(2005-2006

(%)							()	
100	0.0	0.0	0.0	0.0	18.2	59.1	22.7	
100	0.8	0.5	0.4	5.5	9.7	42.7	44.3	
100	0.0	0.0	0.0	1.8	16.4	20.0	56.4	

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%		%		%		%		
70.0	84	23.3	28	33.3	40	13.3	16	
2.5	3	0.0	0	1.7	2	0.8	1	
2.5	3	1.7	2	0.8	1	0.0	0	
15.8	19	4.2	5	10.0	12	1.7	2	
9.2	11	1.7	2	5.0	6	2.5	3	

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%				
19.0	16.2	20.1	20.5	
70.2	69.6	68.4	76.1	
8.8	11.5	9.0	3.4	
1.5	0.7	2.5	0.0	
0.6	2.0	0.0	0.0	
%100	%100	%100	%100	

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.1.3.4

(%85)

(%7)

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(8.4)

(%3)

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:8.4

(2005-2006

)(%)

85.0	83.8	86.9	81.8	
6.7	2.7	8.2	9.1	
5.8	8.1	3.3	9.1	
0.8	0.0	1.6	0.0	
0.8	2.7	0.0	0.0	
0.8	2.7	0.0	0.0	
100	100	100	100	

) (9.4) •

(%74

(%26) (%71) (%80)

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(%41) •

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(%40

(%) :9.4

(2005-2006)

%					
73.8	75.0	71.4	80.0		
26.3	25.0	28.6	20.0		
%100	%100	%100	%100		
41.2	40.0	60.0	28.6		
58.8	60.0	40.0	71.4		
%100	%100	%100	%100		

: **.4.3.4**

(%38)

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(%17)

)(%)

:10.4

.(2005-2006

%				
37.5	63.5	0.0	28.6	
12.5	0.0	16.8	28.3	
16.7	27.2	0.0	14.5	
33.3	9.3	83.2	28.6	
%100	%100	%100	%100	

: **.5.3.4**

(6.4)

(%17)

(%62)

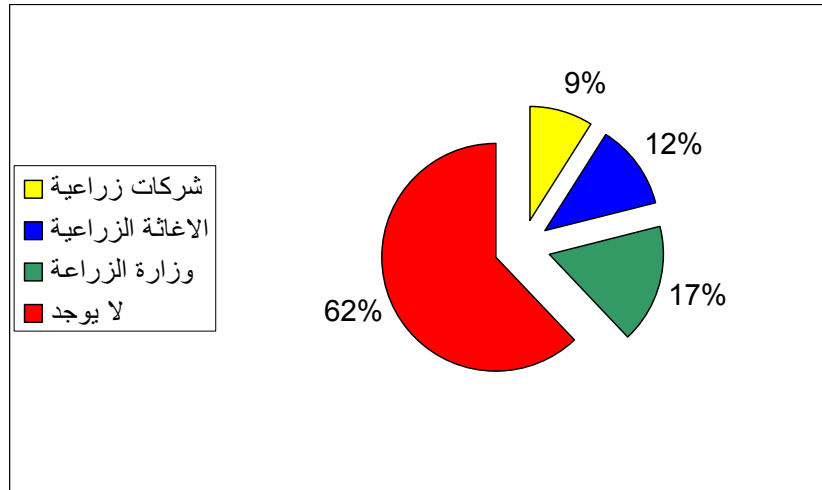
(%12)

(%9)

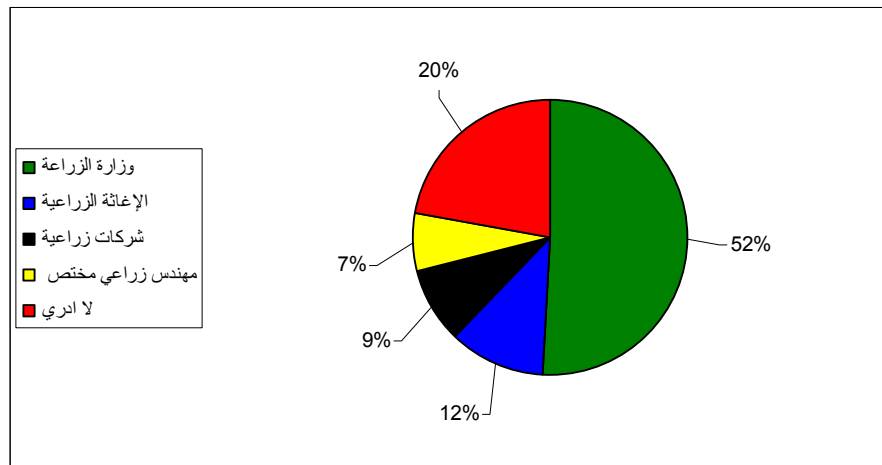
: **.6.3.4**

.(7.4)

(%9) (52%)
 (%12)
 (%6)
 (%20)
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.(2005-2006)):6.4



:7.4
 .(2005-2006))

: .7.3.4

(%55)

(%62)

(%45)

(%70)

.(11.4)

(%23)

(%79)

(%78)

(%84)

(%77)

: -11.4

.(2005-2006)

%	%		
39.3	60.7		1
50.4	49.6		2
44.8	55.2		3
77.1	22.9		4
47.1	52.9	()	5
48.8	51.2		6
51.1	48.9		7

: -11.4
)
(2005-2006

%	%		
36.1	63.9		9
41.0	59.0		10
77.9	22.1		11
84.4	15.6		12
28.2	70		13
23.2	77.0		14

: **.8.3.4**

() (12.4)
(%17) (%80)
(%2.5)
(%)

2005-) . :12.4
(2006

80.8	97	83.8	31	80.3	49	77.3	17	
16.7	20	16.2	6	14.8	9	22.7	5	
2.5	3	0.0	0	4.9	3	0.0	0	
100	120	100	37	100	61	100	22	

.9.3.4

:

(%25)

(%32)

:

(13.4)

(%27)

(%19)

(%15)

(%19)

(%20)

.(%16)

%)

: : -13.4

.(2005-2006) (

%				
%				
19.2	14.9	19.6	26.6	
6.9	5.4	8.2	5.8	
25.3	26.4	22.4	32.4	
18.6	15.9	19.8	20.1	

%)

:: -13.4

.(2005-2006) (

%				
%				
2.8	2.7	3.2	1.4	
3.1	3.4	2.6	4.3	
1.0	0.7	1.5	0.0	
2.6	2.7	2.6	2.2	
1.6	1.7	0.6	4.3	
5.0	4.4	6.0	2.9	
2.8	5.8	1.7	0.0	
3.2	1.4	5.4	0.0	
5.1	10.5	3.2	0.0	
1.3	2.7	0.9	0.0	
1.2	1.4	1.5	0.0	
0.3	0.0	0.6	0.0	
0.0	0.0	0.0	0.0	

: **10.3.4**

(14.4)

: -14.4

.(2005-2006)

1.2	1.8		1
1.2	1.9		2
1	1.8		3
1	2		4
1.1	2.2		5
1	2		6
1.3	3.3		7
1.4	3.1		8
1.3	2.8		9
1.3	2.8		10
1.1	4.2		11
1.1	4		12
1	4.1		13
1.1	4		14
1.1	3.8		15

: -14.4
)
(2005-2006

1	3.9		16
1	4.1		17
1.1	4.1		18
1.2	4.3		19
1.2	3.9		20
1	3.8		21
1.2	3.8		22
1.3	3.8		23
1.1	4		24
1.2	4		25

: **11.3.4**

(15.4)

: : **4.4**

:

)

:15.4

.(2005-2006) (

1.4	3.1		1
1.4	2.8		2
1.6	3.1		3
1.3	3.3		4
1.3	3.2		5
1.2	3.6		6
1	3.9		7
1.1	3.9		8
1.3	3.8		9

: 1.4.4

(16.4)

(17.4)

("%37)

(%43)

.(%36)

(%16)

(%24)

.(%14)

.(%12)

:16.4

.(2005-2006)

1.3	3.9		1
1.5	3.2		2
1.2	3.8		3
1.1	3.9		4
1	4		5
1.1	4.3		6
1.1	4.3		7

(%11)

(%6)

(%4)

(%6)

(%4)

(%3)

(%3)

(%1)

: **.2.4.4**

(18.4) . 4

)

:17.4

.(2005-2006

%	%	%	%	
37.34	36.63	36.21	42.65	
16.12	19.04	12.07	24.02	
13.54	14.22	17.10	0.00	
11.03	8.92	14.08	4.90	
6.16	3.61	5.60	13.24	
4.18	4.82	3.88	3.92	
3.50	2.17	5.17	1.96	
3.49	3.13	2.44	7.84	
2.59	3.61	2.30	1.47	
0.89	2.41	0.43	0.00	
0.68	0.96	0.72	0.00	

.(2005-2006

)

:18.4

1.1	4.1		1
1	4		2
1.1	4.1		3
1.1	4		4
1.2	4.1		5
1.5	3.7		6

()

(%32)

(%26) (%35) (19.4)

(%20) (%10) (%16)

(%11) (%10) (%7)

(%10) (%7) (%14)

(%13) (%8) ()

(%2) (%5) (%4)

) . :19.4

(2005-2006)

(%)				
31.55	25.72	35.26	30.57	
16.20	13.01	20.36	10.04	
9.75	6.65	10.76	11.79	
9.58	14.16	8.11	6.55	
7.63	13.01	5.46	5.24	
4.92	5.78	2.81	9.17	
4.83	1.16	5.79	7.86	
4.75	4.62	3.31	8.73	
4.16	6.36	2.48	5.24	
4.16	6.65	2.98	3.49	
1.95	2.31	1.99	1.31	

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.1.5.4

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.2.5.4

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.(2005-2006

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(20.4)

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.3.5.4

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cash)

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(%60)

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.4.5.4

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6.4

(0.05= α) : (1)

(ANOVA)

0.055

.(0.05= α)

:21.4

.055	2.050	2.057	4	14.402	
		1.003	112	112.389	
			119	126.792	

:
(0.05= α)

(0.05= α) : (2)

(ANOVA)

)
 .($\alpha = 0.045$) .(

:22.4

.045	2.135	2.946	4	20.625	
		1.380	112	154.542	
			119	175.167	

($0.05 = \alpha$) " :

($0.05 = \alpha$) :(3)

Chi-Square

Tests

.($\alpha = 0.012$) ($0.05 = \alpha$)

Chi-Square :23.4

.012	25	43.477(a)	
		120	

($0.05 = \alpha$)

(0.05 = α) : (4)
)
 (ANOVA
 (0.961 = α)

:24.4

.961	.682	.987	11	10.861	
		1.447	108	156.306	
			119	167.167	

:

(0.05 = α) : (5)
 .
 Chi-Square Tests
 ($\alpha = 0.009$) (0.05 = α)

Chi-Square :25.4

0.009	35	107.883(a)	
		120	

(0.05= α)

(0.05= α)

:(6)

Chi-Square Tests

(0.05= α)

.($\alpha=0.084$)

Chi-Square :26.4

0.084	80	103.003(a)	
		120	

(0.05= α)

(0.05= α)

:(7)

)

Chi-Square Tests

.(

($\alpha=0.102$)

(0.05= α)

Chi-Square :27.4

.102	25	44.967(a)	
		120	

$(0.05 \geq \alpha)$

$(0.05 = \alpha)$

:(8)

Chi-Square Tests

$(\alpha=0.14)$

$(0.05 = \alpha)$

Chi-Square :28.4

0.141	25	28.465(a)	
		120	

$(0.05 = \alpha)$



1.5

:

(%2.5)

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(%70)

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(%70)

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(%74)

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13	:(1985).	•
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- :(1970). •
- (2007) •
- <http://www.pnic.gov.ps/arabic/palestine/town30.html#usful> •
- (2001) , •
- :(1983) •
- :
- Kohls, R, (1981): marketing of agricultural products, the macmillan co •
, NY, 4th . , ed. ,
- Kotler, p(1984): marketing mangment and analysis, planning and •
control, prentice-hall Inc.,5th .,ed.
- McCarthy, E,(1971): basic marketing ,Amanagerial Approach, Richard •
D. Irwi, 4th . , ed .
- Stanton, w(1971) : Fundametrnals of Marketing , McGraw-Hill co. •

) 2005 – 1997

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2	2	1									1	
15.3	20.3	25.2	28.2	29.8	31.3	29.7	27.6	20.3	15.4	12.1	13.8	1997
16.8	21.6	26.4	30.5	33.1	31.7	29.6	27.1	23.5	16.8	14.8	13.1	1998
15.3	20.1	26.6	30.2	32.3	31.6	29.7	28.2	22.4	19.0	16.0	14.8	1999
15.8	19.7	25.3	29.6	32.9	33.3	30.3	26.4	23.3	16.9	14.7	13.2	2000
15.3	19.6	26.4	29.8	32.2	32.0	30.7	27.2	24.1	22.3	17.6	14.2	2001
14.9	20.3	27.1	31.2	32.1	33.0	29.8	25.8	21.9	20.0	15.5	12.4	2002
15.3	21.1	26.4	29.4	32.6	31.5	30.2	30.3	22.1	16.0	14.2	14.5	2003
13.1	20.7	27.2	29.7	31.3	32.4	29.4	26.3	23.2	20.1	15.2	13.9	2004
16.0	19.0	25.6	30.0	31.2	32.0	29.5	25.9	23.3	18.6	14.6	13.6	2005

) .2006-1997

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:(2)

(2006

2	2	1									1	
45.2	10.7	31.1	0.0	0.0	0.0	0.0	0.0	2.0	35.3	43.1	52.0	1997
1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	37.7	17.3	33.8	1998
7.9	1.6	0.0	0.0	0.0	0.0	0.0	0.0	3.1	10.8	13.7	11.6	1999
35.5	1.1	17.7	0.0	0.0	0.0	0.0	0.0	0.0	27.1	16.6	54.8	2000
48.9	27.5	0.0	0.0	0.0	0.0	0.0	0.0	7.4	1.6	32.1	30.9	2001
49.5	20.5	20.2	0.0	0.0	0.0	0.0	0.6	14.0	19.9	24.7	77.8	2002
43.8	0.9	0.9	0.0	0.0	0.0	0.0	0.0	2.8	40.0	70.4	35.2	2003
29.6	26.0	7.6	0.0	0.0	0.0	0.0	2.1	1.7	8.6	23.1	29.8	2004
28.8	12.9	0.5	0.0	0.0	0.0	0.0	1.0	1.7	12.5	18.3	43.1	2005
36.8	5.8	9.5	0.0	0.0	0.0	0.0	0.0	0.3	0.7	17.0	31.3	2006

) 2006 – 2001

:(3)

(.2006

/		
36.800	2001	1
38.172	2002	2
39.544	2003	3
40.909	2004	4
42.268	2005	5
43.268	2006	6

) 2004/

:(4)

(2006

% 10.1	
1050	
2023	*
3639	*
1101	*
755	*
9371	
7431	
1940	

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2006

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:5

/ 3			
0.6			1
3.5			2
4.7			3
2.5			4
0.7			5
7.0			6
0.6			7
5.0			8
()			9
24.6			10

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:(6)

(2006

34	46	80		1
-	1	1		2
1	8	9		3
1	-	1		4
5	22	27		5
3	9	12		6
9	1	10		7
53	87	140		8

:(7)

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2006/2005

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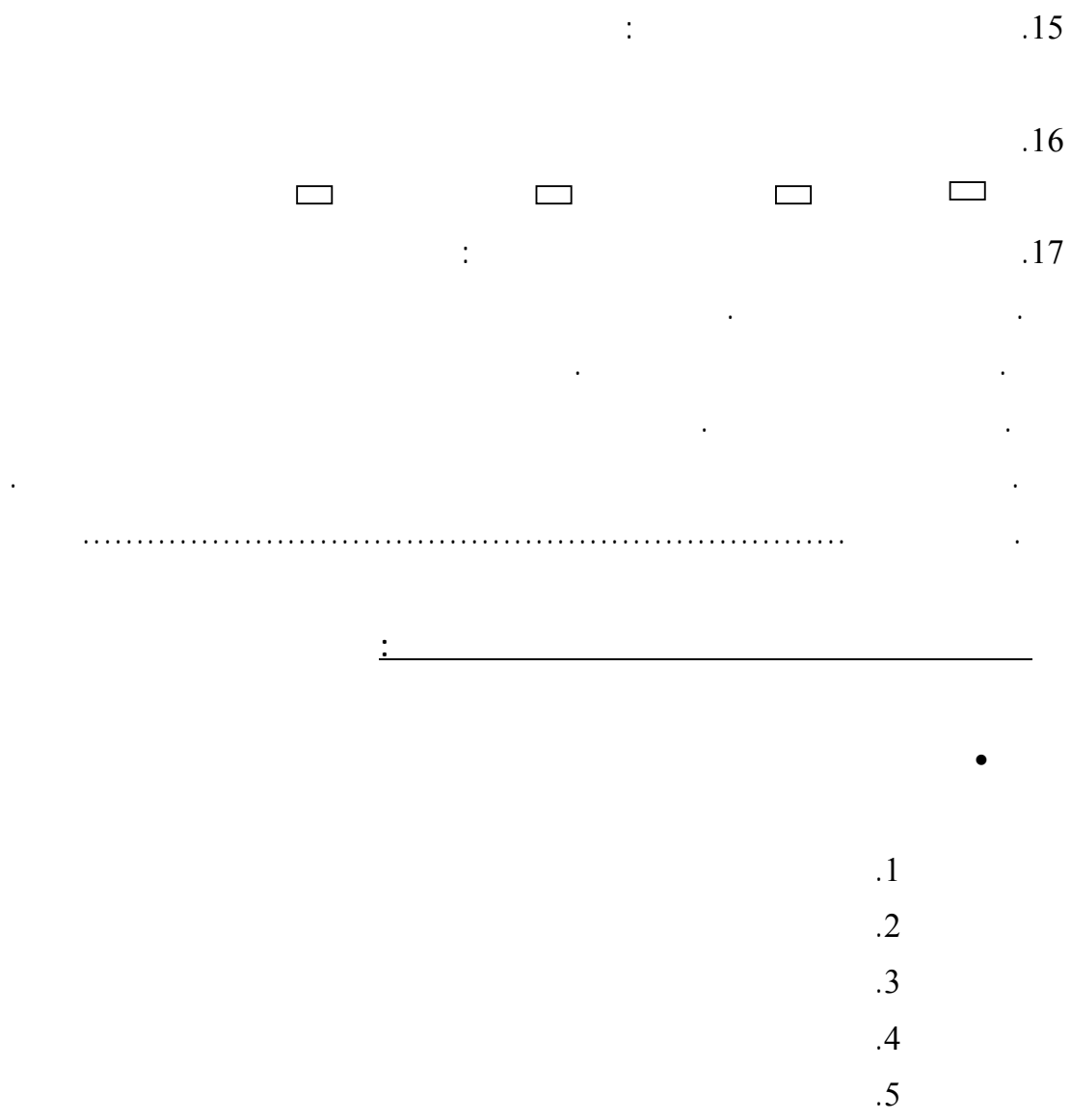
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87	2005	1
()- 1997	
87	...2006-1997 /	2
882006 – 2001	3
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89	5
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11	1.1
43	2.2
44	3.2
51	1.4
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15		1.1
16() 1990 1982	2.1
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192006	7.1
192006	7.1
21		8.1
21	1	8.1
47	1.3
47	1.3
54	1.4
54	1.4
54	-2.4
54	-2.4
55	-2.4
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56	-3.4

57	4.4
58	5.4
59	6.4
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61	9.4
62	10.4
64	-11.4
65	-11.4
65	12.4
66	-13.4
67	-13.4
68	-14.4
69	-14.4
70	15.4
71	16.4

72		17.4
	
72	18.4
73		19.4
	
75	20.4
77		21.4
	
78		22.4
	
78	Chi-Square	23.4
	
79		24.4
	
79	Chi-Square	25.4
	
80	Chi-Square	26.4
	
80	Chi-Square	27.4
	
81	Chi-Square	28.4
	

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11	2.7.8.1
12	3.7.8.1
13	8.8.1
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25	4.2
26	1.4.2
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33 "	3.4.2
37	5.2

40	:	
40		1.3
41		2.3
42		3.3
42		4.3
43	:	
		:	
43		1.4
43		1.1.4
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44		3.1.4
45 ()		4.1.4
45		5.1.4
46		2.4
46		1.2.4
47		2.2.4
49 :		3.4
49		1.3.4
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57		7.3.4
58		8.3.4
59		9.3.4

60	10.3.4
62	11.3.4
62 :	4.4
63	1.4.4
64	2.4.4
67	5.4
67 :	1.5.4
68	2.5.4
69	3.5.4
69	4.5.4
70	6.4
75 :	
75اهم نتائج البحث	1.5
77المقترحات (التوصيات)	2.5
78	
102	
103	
104	
107	