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## Value Intelligence in Community Institutions

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Today, the world is witnessing major changes in all areas of economic, social, political, intellectual and educational life, especially in the field of information and communication, which has facilitated friction between different cultures. Intelligence is an important factor in successfully dealing with modern developments brought about by globalization and the communications and information revolution, which in turn; It has multidimensional effects on the content of the value framework surrounding man. New mechanisms were developed for patterns of human behavioral interaction, as well as new perceptual values and judgments that shook the value legacies, which in turn embraced human thought, awareness and culture throughout contemporary history. The concept of intelligence is one of the most controversial concepts due to the multiplicity of its topics and definitions. This concept has been associated with the necessities of success in life, especially since individuals differ in the percentage of each type of these intelligences they have. One of the most important types of intelligences that scholars and researchers in management science and social psychology have paid attention to is value intelligence. Which appeared as an inevitable necessity as a result of the convergence of civilizations and the diversity of values that took many patterns in our societies as a result of the great technological development that we are witnessing in the current century. Culture is also the thread that connects a person to himself and others, and that the interactions and behavior of individuals involve, in essence, a cultural relationship. In light of the different cultures, we find that there are similarities and differences in light of these multiple cultures, which culture in turn works to create a suitable environment for living together in light of the diversity of values. Therefore, culture is responsible for shaping the value structure of each human society. It is what shapes the economy and determines the political system. It is also developed and has a dynamic interaction. Value intelligence refers to a group of abilities related to situations that are characterized by value diversity Value intelligence also comes as a form of intelligence that focuses on understanding, management, and behavior in situations characterized by value diversity There is no doubt that individuals from multiple environments and cultures differ in their intelligence, and they can develop types of these intelligences to an appropriate level through the availability of adequate support from the environment or culture in which they live.

Value intelligence is defined as; The ability to engage in a range of behaviors that call for the use of specific skills such as language and social skills, It possesses a set of characteristics that enable it to communicate and adapt to the values and attitudes of individuals from different cultures. Value intelligence is also defined as; The ability that allows individuals to understand and interact positively with a wide range of values, It can be said that value intelligence is the ability to find a new useful product, or to develop a valuable service for the value system in which the individual lives, and it includes a number of skills that enable its owner to solve problems facing him, in addition to being a biological possibility that interacts with environmental factors. Here it must be noted that value intelligence does not only mean cognitive understanding of value differences, but it includes several components: motivation, behavior, In addition to knowledge, therefore, we find that individuals who have value intelligence have effectiveness regarding new value situations related to value differences, and this is what is known as behavioral value intelligence. Which determines the totality of practices, actions and behaviors that the individual performs in relation to life situations, especially those related to the value side, and we also find those who enjoy intelligence and have the motivation and ability to interact with new value concepts. This is what is known as the value-motivational intelligence, which constitutes the main engine for the individual's practice of the intelligent side and uses it to identify the total value attitudes surrounding him and interacts with the incubating environment with all its cultural variables. They are also more capable of adapting and interacting with people of different cultures, and they have a desire to ask many questions, to be constantly exposed to new situations, and to feel pleasure when communicating with individuals from different cultures and to increase their value experiences. This is what is known as the value-cognitive intelligence that is based on the love of exploration, inquiring and diving into an ocean of questions that may not end at times, as they express depth in the levels of intelligence related to individuals within the framework of different cultural systems. Over the ages, human societies have been concerned with the development of their institutions in all economic, social and value fields, and the development of their intellectual and value skills, which has led to a kind of mixing of values. Educational institutions such as schools and universities are a meeting point for individuals from different backgrounds, especially since the educational institution as a whole is the first organizational entity in the educational process. It has occupied great interest in all countries of the world, especially as it is an effective tool that contributes to the progress and development of nations. Therefore, many countries have paid great attention to improving the level of universities by improving educational programs and their curricula, as well as paying attention to the academic aspect and faculty members, developing their personal experiences and knowledge in learning strategies in general, and drawing inspiration from renewable knowledge in particular. The success of the educational process in universities has been largely linked to the success of the faculty member, who is the leader in the educational process and is responsible for implementing the educational mission and educational policies within the walls of the educational institution. By making decisions and applying educational laws with the help of educational specialists, including administrators and educational leaders, and following up students in their academic achievement and urging them to be knowledgeable and knowledgeable and research in order to achieve educational goals with their correct goals, As well as his role in cooperating with his colleagues in exchanging educational experiences. The university environment may consist of diverse cultures and the culture of the majority prevails, which may affect the sub-cultures of students. Therefore, the faculty member's possession of value intelligence is an effective factor in the success of the educational process, through his ability to Communication and adaptation with people from different cultures.