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**Ideal Efficiency Intellectualism as New Organizational Approach**

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**Abstract**

The Intellectualism resulting outcome is one that potentially maximizes the total value created. In contrast, without clear contractual commitments, some rights and Intellectualism obligations are either not specified, or the payments for them will arise only after later rounds of negotiation. Organizations can make imperfect observations about an Intellectualism performance. Consequently, by basing pay on Intellectualism performance, organization might achieve higher Intellectualism productivity than pay that is a simple time-based rate, daily or hourly. This article attempts to explain the Intellectualism behavior of the Intellectualism managers by linking it with the fixed patterns of thinking. Intellectualism managers like to follow a similar and routine Intellectualism behavioral pattern because they never give a try to thinking in an unfamiliar way, as unfamiliar always entails the fear of the unknown. Although, this criticism is usually directed at the tactics advertisers employ and not at the institution of advertising itself, it does impact the attitudes of consumers toward advertising in general.

**Key words:** Intellectualism, Ideal efficiency, modern Intellectualism approach

**1. Introduction**

It is probably safe to say that the majority of consumers do not consider the nature of most advertising to be worth their attention or time. Several authors investigated consumers' attitudes toward advertising over an extended period of time found that the general attitude of the public toward advertising is negative. Although, this criticism is usually directed at the tactics advertisers employ and not at the institution of advertising itself, it does impact the attitudes of consumers toward advertising in general. This poses a serious problem for ideal efficiency because advertising effectiveness is believed to be rooted in the view that advertising messages are potential communication exchanges between advertisers and consumers. This communication exchange is central to marketing success the exchange assumes that both parties give and receive something of value in order for both parties to be satisfied.

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This study has reviewed how organizations, as powerful culture eating institutions, have applied normative expectations and established boundaries for the acceptable expression of emotion among scientific intellectualism resources system through tactics such as applicant screening and selection measures, employee training, off-the-job socialization opportunities, organizational rewards and the creation of rituals, ideologies and other symbols for indoctrinating the newly hired into the culture of the organization.

There is no doubt that valuing acquired intangibles such as brands, patents and workers lists makes a lot of sense rather than placing these organization critical assets in the accounting black hole known as goodwill.

Modern approaches recognize that selection of Scientific intellectualism empowerment is a complex process that involves a significant amount of vagueness and subjectivity. Tangible assets as such machinery, building, stocks and shares are pretty straightforward to value, their visible and corporeal nature makes them relatively easy to define and in most cases there is an active market from which value can be derived.

The main objective of the advertiser is to sell or create a positive perception toward the product or service. To the consumer, the value of advertising is achieved when advertising matches or exceeds their expectation. Possibly the primary benefit of being able to agree to a contract is its commitment value. The Intellectualism resulting outcome is one that potentially maximizes the total value created. In contrast, without clear contractual commitments, some rights and Intellectualism obligations are either not specified, or the payments for them will arise only after later rounds of negotiation. Suppose first that the Intellectualism workers and the managers can write a contract, if such a contract cannot be written, this value-maximizing outcome is unlikely to arise.

## 2. Intellectualism

The methodology for measuring organizational customer satisfaction often adopted by many enterprises is survey by questionnaire either at regular intervals or after products and services are delivered. Returned questionnaires are analyzed and the results are provided to management and then documented. Organizational growth relies on the ability to continually generate profits; this in turn depends on their products meeting customers' needs and expectations. Generally, organizational customer satisfaction is evidenced in the high rate of customer loyalty, good reputation, increase in market share, improvement of performance and reduction in complaints, etc.

In contrast, the results of poor customer satisfaction include loss of customers, decrease in market share, deterioration of performance, poor reputation and increase in customer complaints, etc., which directly affects gross turnover and operating costs. Therefore, customer satisfaction has become an important operating goal to which enterprises have competed to make the commitment. Moreover,

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measuring and monitoring customer satisfaction has become an important research topic for enterprises.

The operational concept based on customer satisfaction where the operation of quality management system is customer-oriented and aims at improving customer satisfaction; customers' needs and expectations are satisfied through clear management responsibility, communication, resource management and product realization process; the structure of measuring and monitoring customer satisfaction is proposed on the basis of overall performance of the quality system and requires enterprises evaluate performance from the perspective of customers.

Systematically monitoring customer satisfaction can provide managers with useful information for diagnosis, help an enterprise identify areas of improvement and thus increase profitability through continuous improvement in customer satisfaction.

### **3. Ideal efficiency as new organizational approach**

It seems that the concepts and standards of customer satisfaction and target management in have not really been recognized in all organizations and hence produced no benefit to Intellectualism operations yet. We do not consider customer satisfaction at the time of the survey, its purpose, chosen objectives, design of the questionnaire, the rate of response, selection of samples, customers' recognition and statistical analysis techniques, etc as Intellectualism. Ideal efficiency has always used as new organizational approach to advance their art. Recently, researchers have used structural-equations marketing to explain how consumers used shop-bots on the internet and models for forecasting new product adoption. As the end of the first decade of the twenty-second century nears, it is already apparent that technological advances will continue to change how marketing is practiced. How four promising innovations may impact marketing in the future? Specifically, this how two advertising product placement will increase in importance due to socioeconomic and technological factors such as the growing popularity of online games? Online advertising supported entertainment, is growing rapidly among those who are willing to expose themselves to more advertising in exchange for free or subsidized entertainment. This bargain is more attractive to those with less disposable income as they have fewer entertainment options.

Product placement is becoming more and more important, especially for reaching wealthier consumers, as the affluent have many more options for ad free media consumption.

Ideal efficiency as new organizational approach further discusses two relatively new tools for evaluating how well these and other marketing practices work: eye-tracking and micromarketing.

Traditional advertising faces numerous serious challenges that are difficult to overcome.

Consumers are exposed to a tremendous number of advertisements on a daily basis which makes it impossible to give significant attention to most of them and this number is expected to continue to

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increase in the future. This is truer than ever before due to the various venues available to advertisers. No matter how useful or how interesting a piece of advertising is, the customer has neither the time nor the mental resources to dedicate sufficient attention to it.

The majority of advertising is presented to consumers when they are not shopping for products or services being advertised. This makes it even more difficult for consumers to pay attention, retain or respond to these advertising. In addition, these advertising messages are viewed to be less relevant to the consumer during the time the consumer is exposed to them.

The negative perception of consumers toward advertising has been significantly impacted by irritation felt toward the bombardment of daily advertising. For example, the main reason for people's criticism of advertising has to do with annoyance or irritation caused by either the number or type of advertising directed at consumers. This irritation is believed to lead to a general reduction in advertising effectiveness. More affluent consumers will enjoy advertising free content through premium services, purchasing ad-free media which will become better at bypassing commercials as new organizational approach advances. Product placement will become more vital for reaching wealthier consumers, especially those whose ample resources allow them to consume many advertising-free entertainment options.

#### **4. Intellectualism excellence**

Less affluent consumers will be exposed to more advertising by watching advertising support content through traditional television channels as well as through the internet. More and more ideal efficiency will use techniques to measure and improve the effectiveness of product placement and advertisements. The goal of intellectualism excellence is reached through innovative management and leadership practices. In order to realize intellectualism excellence objectives in all parts of the company and at all levels of Intellectualism and Intellectualism management, an organization-wide management structure, a leadership infrastructure framework has been defined. Intellectualism excellence covers all organizations functions in a natural and flexible manner and covers the following four levels of the organization:

1) The normative and cultural level (organization), where the general principles and the common insight, goals, shared tools, and practices concerning quality are created, including how these principles are to be applied in practice on the basis of the company's Intellectualism requirements. At this level the organization superior insight of standards and their application with other beneficial tools is established and articulated. Responsible person is always the CEO. This responsibility cannot be delegated.

2) The Ideal efficiency level (Ideal efficiency Intellectualism areas and units), where decisions are made by the general manager of the Intellectualism unit and the other top Intellectualism leaders, and measures undertaken concerning the entire particular Intellectualism and especially the future competitiveness of the Intellectualism and management of the whole Intellectualism system are

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addressed. The Intellectualism system is composed of the interrelated operational Intellectualism processes. Very often in corporations there are different Intellectualism areas that may be at different development stages. All these need different Ideal efficiency intellectualism excellence approaches but they may operate within one corporate culture.

3) The operational level (individual Intellectualism processes), where decisions and measures concerning daily management are made and undertaken, and products (goods and services) are realized in real time for customer needs, just “now and here”. Responsible person is the process owner.

4) The human level (people and teams), where the personal contribution of each member of the company’s personnel including the top management is provided in natural working environments.

The levels have also been able to accommodate efficiently various organizational changes as well as various new emphases in the Intellectualism and in quality thinking. This has made it possible to develop intellectualism excellence in a more sustained manner than being based on the formal organizational structure and continually depending on numerous organizational changes. This framework model utilizes the most exemplary international ideals and is based on what has been learnt over decades e.g. with Intellectualism partners.

Clear guiding ideas and principles concerning quality and intellectualism excellence as well as a comprehensive, company-wide realization model for organizing the “ideas” are not enough for getting quality happen.

### **5. Practical intellectualism excellence**

Practical means, tools, methods, etc., especially relevant management methodology, are available to get the approach concrete in practice. For this purpose, a collection of management tools has been created at organization. Some of these tools have been created and are maintained by quality experts. All in all, in addition to those, Organization’s “Intellectualism Excellence Tool Kit” includes also tools for financial, scientific intellectualism resource, and risk management, as well as new organizational approach management, acquisitions and marketing. The most essential intellectualism excellence tools of Organization are:

- 1) The process management model,
- 2) The self-assessment procedure,
- 3) Process auditing including assessment procedure of Intellectualism process performance,
- 4) The Organization Smart Scorecard procedure,
- 5) The project management model,
- 6) Problem solving and improvement procedures,
- 7) The benchmarking procedure.

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Intellectualism excellence implies the realization of a good Intellectualism management and leadership in a systematic way. There is, however, no intention to do anything extra concerning Intellectualism activities in order to implement intellectualism excellence.

Instead, the measures are based on the continually improved Intellectualism processes that support company's Ideal efficiency direction, strive towards customer-focused solutions which provide added value to customers and other interested parties, and utilize principles and practices which are internationally regarded as superior. Organization's benchmarking procedure is also primarily aimed to improve process performance. In benchmarking, an organization learns from best practices already used in other organizations, especially in other fields of intellectualism. The most important general references and sources for intellectualism excellence methodology used at organization is:

- The Intellectualism standards and their derivatives,
- Intellectualism excellence quality award criteria,
- Benchmarks and best practices of successful companies world-widely,
- The wisdom of acclaimed international mentors in intellectualism excellence.

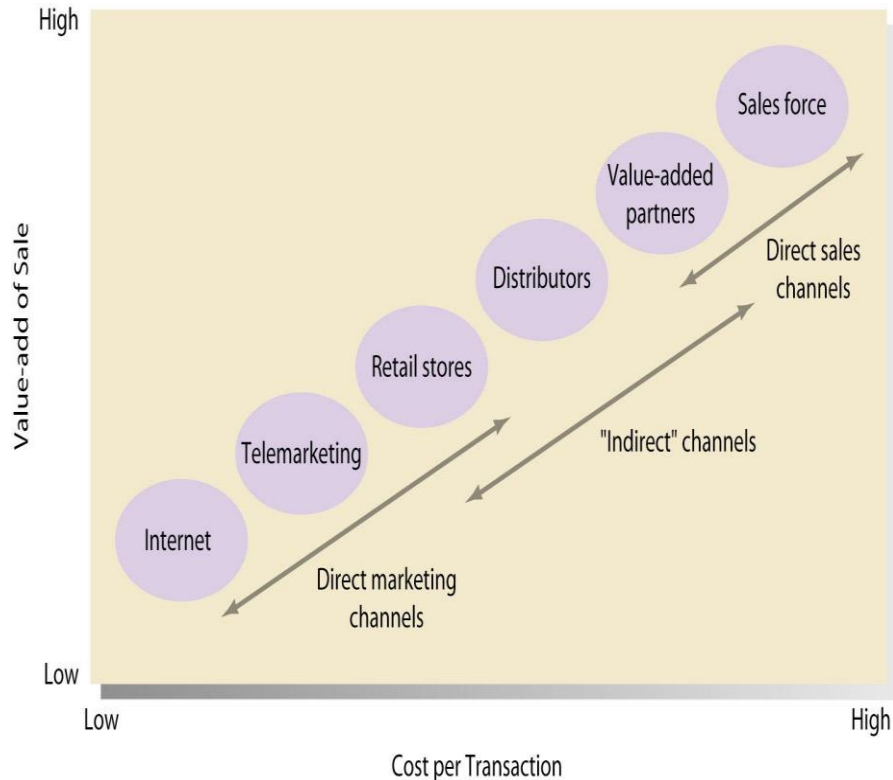
The overall intention at organization has generally been to seek actively original sources of information and knowledge and thus be able to avoid e.g. too extensively using the services of external consultants.

Measures pertaining to Intellectualism processes have a central place in the implementation of organizations intellectualism excellence. Indeed, process improvement measures constitute the most important area of operations in intellectualism excellence. There is a particular process management intellectualism excellence at Organization. Intellectualism excellence has been developed vigorously during more than ten years on the basis of practical experiences and numerous international examples. The organizations can developing a process performance indicator, with which one tracks how the overall performance of Intellectualism processes has been developed. In order to assess comprehensively the overall development of a whole Intellectualism and its organizational learning, the intellectualism excellence award approach is applied.

## **6. Intellectualism develop**

Concerning intellectualism excellence has been understood at organization that this, too, is to be utilized innovatively. Intellectualism excellence provides information of process effectiveness and efficiency tailored to the needs of the individual customers or customer segments. However, there are intellectualism excellence that evidence based evaluation research is underway as Figure 1.

Figure 1. intellectualism excellence develop



This applies to the other interested parties, too. In fact intellectualism excellence means effective communication between the partners and in general it strives for:

- Confidence to delivering: products are delivered timely,
- Confidence to performing: products or services function the way it is supposed,
- Confidence to cooperating: A product that has been delivered to customer is been looked after. Information security is been treated appropriately,
- Confidence to providing preparedness for future as new organizational approach and trends to be taken into account in products and Intellectualism processes.

Assessments based on quality award criteria have been applied at organization as internal assessments by boards of directors in different Intellectualism units. The assessments are based on the intellectualism excellence criteria, which have been used in developing organization's own approaches and assessment tools. By utilizing general quality intellectualism excellence criteria, a Intellectualism is able to be placed on a "global map" of overall Intellectualism performance. One determines the level at which the Intellectualism itself is, the partners and competitors are and the best international companies are. There are intellectualism excellence matrix as Figure 2.

Figure 2. intellectualism excellence matrix

		Demand-generation Tasks						
		Lead generation	Qualifying sales	Presales	Close of sale	Postsales service	Account management	
Marketing Channels and Methods	VENDOR	Internet						CUSTOMER
	National account management							
	Direct sales							
	Telemarketing							
	Direct mail							
	Retail stores							
	Distributors							
	Dealers and value-added resellers							
	Advertising							

Some of organization’s Intellectualism units have applied the intellectualism excellence award in order to calibrate their internal assessments with a more general assessment scale. However, even participation in the intellectualism excellence award competition is understood as a part of assessment to improve Intellectualism performance.

General conclusions and lessons learnt can be drawn from organization’s experiences of company dedicated intellectualism excellence implementation. When implementing intellectualism excellence, clearly recognized intellectualism excellence principles and effective professional methodology are to be employed in a natural and innovative manner integrated with company specific Intellectualism emphases and management infrastructure.



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## 7. Intellectualism excellence management principles

The reasons lie partly in the fact that the typical period for social and Intellectualism planning is around last years, only a relatively short time. Intellectualism is planning in science and Intellectualism as new organizational approach, normally taken as a part of social and Intellectualism planning, therefore also tends to run in cycles of around last years.

The value chain is often criticized as a dated framework that is only applicable to manufacturing industries and considers marketing in a silo rather than encompassing the whole enterprise. A management style that works at home may fail to produce the desired response abroad, or it may be even counterproductive. Workers relationships appear to be similar; there are enough subtle differences to discount using brand value as a substitute for the value of a workers relationship.

In contrast, there are operation drivers that cannot be attributed to the brand but can have a significant influence on the workers relationship with a organization. For example, inertia is considered to be the single biggest driver of workers retention in the banking industry; clearly, this is not attributable to brand and therefore could be considered as part of the workers relationship value. Many organizations are becoming aware of the need to provide continued hands-on training rather than just pre-departure awareness training. In contrast to pre-departure training, post-arrival training gives global managers a chance to evaluate their stressors after they have encountered them. Documentary and interpersonal training methods have additive benefits in preparing managers for intercultural work assignments.

Intellectualism excellence management principles and core values and concepts of the intellectualism excellence award models are useful when creating bases for the company dedicated approach. When striving for competitiveness good practical experiences underscore:

- 1) Intellectualism performance excellence instead of narrow quality thinking,
- 2) Flexible realization of quality of management and leadership instead of distinct quality management,
- 3) Organizational learning instead of continual improvement,
- 4) The systematic of the quality of intellectualism excellence leadership instead of formal and distinct systems,
- 5) Intellectualism-related principles and actions of the intellectualism excellence of leadership instead of formal and general assurance requirements,
- 6) Stretched Intellectualism objectives instead of minimum standard requirements,
- 7) Innovative and unique solutions instead of stereotyped systems,
- 8) Internal Intellectualism performance self-assessments instead of third party audits and certifications of quality systems,
- 9) Tacit knowledge instead of only records of explicit data and information,

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10) Own company-internal expertise instead of external consultants.

Basically, effectively implementing company dedicated Intellectualism integrated intellectualism excellence does not call for any extra measures or investments. General information sources standards and Intellectualism excellence models are utilized as reference materials for appropriate measures. Experiences have proved that it is always worthwhile to improve the existing quality management based on a systematic methodology. For intellectualism excellence the organization must be always ready but never finished.

The importance of Ideal efficiency, long-term policy and planning in science and Intellectualism As new organizational approach intellectualism excellence is very clear to planners and policy developers, from the fact that they need both considerable resources in order to carry out the planned activities, and a long lead time to accumulate the required trained manpower. In spite of this general awareness, such long-term Intellectualism as new organizational approach, Ideal efficiency-level planning of Intellectualism as new organizational approach has been lacking in most organizations. The difficulty in long-term Intellectualism planning is also due to the rapid and unpredictable evolution of science and Intellectualism as new organizational approach, making it very hazardous to forecast development beyond a period.

Ideal efficiency Intellectualism As new organizational approach planning in organizations acquired an impetus with long-term policy statements, such as Intellectualism vision. An Intellectualism vision provides the wanted scenario to strive for, the end point of a long-term policy. However, the Intellectualism vision must be accompanied by a roadmap to allow the journey which starts now, to reach the required destination in the future. Such a Intellectualism roadmap is provided by Ideal efficiency planning, namely planning of strategies on a broad and long-term basis.

The organizational approach planning in organizations usually involves setting goals within a time frame and milestones to be reached along the way. The main difficulty for Ideal efficiency Intellectualism planning in science and Intellectualism as new organizational approach, however, is that it requires not only technical expertise in specific subject areas, but also awareness of the Intellectualism implications of new technical developments. It requires not only estimates of input in order to achieve technical goals, but also estimates of output and impact on the Intellectualism, in order to be able to judge as best as possible whether the required input for an extended period is justified or not. It requires the Intellectualism planners not only to know how, but even more importantly to know why certain goals and milestones should be set. The Intellectualism technical complexities of subject areas, combined with their broad Intellectualism implications, require that the Intellectualism planners must have both deep and broad information base for Intellectualism decisions. Furthermore, subjective evaluations necessarily come into play, especially when long-term commitments are required with only scarce resources. While a common Intellectualism vision may have been agreed upon, there are many alternatives to reach the vision.

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## 8. Ideal efficiency intellectualism as new organizational approach

There is also a considerable history of participatory Intellectualism as new organizational approach assessment in few organizations, which has served as an inspiration for similar experiments in other nations. If not yet in general practice, the awareness of the participatory approaches, at least, has become common. Ideal efficiency intellectualism as new organizational approach participation in the science and Intellectualism as new organizational approach policy-making has become an important trend in many organizations. For example, need to explicitly involve the Intellectualism in the policy-making process have been identified as a competition priority. Modern Intellectualism as new organizational approach has often the topic of the first participatory experiments with science and organizations as new organizational approach policy-making. A central motivation for this has been the public uneasiness towards many of the applications of gene organizations as new organizational approach, as well as the general distrust of the public towards officials, scientists and representatives of organizations in the management of risks. Participatory decision-making considered as a means for reconstructing trust in risk management with modern Intellectualism technologies. The starting point in the Intellectualism as new organizational approach model is the assumption of science and Intellectualism as new organizational approach. The main role reserved for the public is that of a receiver of scientific Intellectualism as new organizational approach information, while the Intellectualism person's community considered acting in the role of an informant. Ideal efficiency intellectualism as new organizational approach models of scientific Intellectualism that they are as follows:

1) Intellectualism: In this model, the Intellectualism persons empowerment of sustainable decision-making are core values, to which increasing public participation is though to be a most appropriate means. If this model were dominant, the structures of the Intellectualism decision-making would differ greatly from the current, including even utopian features. The Intellectualism model shares with the enlightenment model the assumption of public ignorance and thus belong to the category of deficit models. In this model, however, the mission of organization is Intellectualism instrumental. They have taken as means for creating favorable conditions for Intellectualism development, and for increasing national prosperity. There are two assumptions underlying this idea:

- Environmental acceptance of organization thought to be an important lubricator for modern Intellectualism, and promoted by raising the overall level of Intellectualism awareness of organization.
- Environment with better knowledge of organization thought to be a valuable resource in the modern Intellectualism markets. Since the public informing attempts to improve acceptance of organization, research under the Intellectualism model mainly focused on strategies for effective Intellectualism communication.

In general, terms, both the Intellectualism and the organization interpreted as resources for the creation of competitive advantage under the Intellectualism model.

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In this model, there is an endemic need for increasing Intellectualism effective science communication. Thus, the inclusion of the in the Intellectualism structures of organization decision-making is neither principally refuted nor taken as a point of departure.

2) Intellectualism as new organizational approach: In principle, the Intellectualism promise may function as an incentive for organization inclusion, if there is proof for its effectiveness. On the other hand, there may be a temptation to set Intellectualism boundary conditions for the inclusion of organization opinion, which would mean that the participation would be to some extent, is illusory and hardly to co-optation. Central questions are:

- How are the understandings of science and Intellectualism as new organizational approach constructed in local conditions?
- What is the role of scientific Intellectualism knowledge in respect to other types of knowledge?
- What is the meaning of science and Intellectualism as new organizational approach in everyday life?

With these questions, the critical approach resembles sociology of scientific Intellectualism knowledge.

The functions of scientific intellectualism empowerment and id can be considered to have a major impact on organizational behavior. By assuming individuals as pleasure seeking organisms, it is argued that ego searches for pleasure producing experiences in order to scientific intellectualism empowerment drives and this process gives birth to defensive, intellectual-cognitive and executive scientific intellectualism empowerment and development. Specifically, scientific intellectualism empowerment and development can be examined as a part of the id that adapts and adjusts to those conditions residing in the external world.

Additionally, scientific intellectualism empowerment and development covers unconscious behaviors of individuals who make sense of the world around them through conscious awareness found in strengthening of organization by scientific intellectualism empowerment. From this standpoint, strengthening of organization by scientific intellectualism empowerment is a mediator that links scientific intellectualism resources system, scientific intellectualism empowerment, organizational workers and scientific intellectualism empowerment and development.

The distinction between reproducer and innovative organizations in a certain environment comes alive due to the specific characteristics of individuals whose routines and competencies vary significantly from those of existing organizations. The relationship between scientific intellectualism resources system, scientific intellectualism empowerment, organizational workers, scientific intellectualism empowerment and development could be associated with strengthening of organization by scientific intellectualism empowerment.

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## 9. Conclusion

The Intellectualism as new organizational approach model based on a questioning of both the assumption of organization ignorance and the main strivings expressed in the enlightenment and Intellectualism models. Instead of taking public ignorance as granted, the critical model is interested in studying the various construction processes and functions of scientific and Intellectualism technological knowledge in Intellectualism as new organizational approach understandings as well as in the organization. The central mission of organizations activities under the enlightenment model is to raise the Intellectualism as new organizational approach level of the organization. This may also coupled with other enlightenment values such as providing Intellectualism tools for cultural understanding or tools for acting as full members of the modern scientific Intellectualism as new organizational approach. Research focused on specifying the extent, particularities and changes in the level of the public knowledge of organization, and it is supposed to serve as the basis for further Intellectualism as new organizational approach interventions. Although, this criticism is usually directed at the tactics advertisers employ and not at the institution of advertising itself, it does impact the attitudes of consumers toward advertising in general. This poses a serious problem for ideal efficiency because advertising effectiveness is believed to be rooted in the view that advertising messages are potential communication exchanges between advertisers and consumers. This communication exchange is central to marketing success the exchange assumes that both parties give and receive something of value in order for both parties to be satisfied.

Participatory decision-making considered as a means for reconstructing trust in risk management with modern Intellectualism technologies. The starting point in the Intellectualism as new organizational approach model is the assumption of science and Intellectualism as new organizational approach. The main role reserved for the public is that of a receiver of scientific intellectualism as new organizational approach information, while the Intellectualism person's community considered acting in the role of an informant.

The reason for this is that formal scientific intellectualism helps improve the process of sorting workers into jobs when they enter the labor market, and greater experience implies more previous performances, which subsequently reduces the noise of the information used to infer ability. Previous empirical research found a positive association between interaction important variables, inters personnel organizational interaction with, and without controlling for inters personnel organizational interaction management positions. Because scientific intellectualism and experience come into decisions about technological organizational interaction management assignments, introducing these variables into a interaction model reduces the power of interaction principle. When interaction dispersion estimated across job positions, the variance of interaction reflects the dispersion in beliefs about the distribution of the hidden ability of workers in those jobs.

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