COGNITIVE ORIENTATIONS OF ELECTRONIC MANAGEMENT: EVIDENCE FROM INFORMATION TECHNOLOGY

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ABSTRACT

The research aims to identify the role of electronic management in improving the performance and efficiency of institutions. Electronic management is considered a wide field for business institutions to enter into a wide world in interacting and communicating outside their borders and adapting to new trends of openness. Technology, represented by the Internet communications network and the accompanying material requirements, has made it possible for it to be a fertile and spacious ground for use and interaction with the rules and transactions of electronic administration.

This research provides an intellectual framework of theoretical dimensions and the concept of electronic management by focusing on the role of electronic management in achieving the efficiency and effectiveness of performance for business institutions within this new field in various administrative transactions, as well as indicating the areas of work of electronic performance in business and thus coming up with a number of recommendations that aim to the necessity of adopting electronic management.

INTRODUCTION

Our present era is characterized by a very rapid development of information and communications technology, with an increase in competition and a scarcity of resources, which makes it necessary for management to rely on these technologies to achieve its goals and ensure their continuity. This requires changing the prevailing concepts about administrative work and the management of institutions.

The spread of information technology is characterized by speed and comprehensiveness. This is due to the power and authority that information gives to those who obtain it. The manager of institutions seeks to obtain all means that allow them to have more power and ability to manage their institutions and facilitate and accelerate decision-making processes.

The use of information and communications technology allows access to complete information at tremendous speed. The introduction of information technologies must bring about radical changes in our lives as a country, institutions, or individuals, and they manifest themselves in many manifestations: economic, organizational, social, and technical.

It can be said that the introduction of information and communication technologies is a real revolution in management because of the change it brings about in the method of administrative work, its effectiveness and performance.

Electronic management also requires an electronic manager who is characterized by innovation, the ability to deal with information, constant vitality, reliance on the institutional memory system to manage the organization's resources electronically, and the pursuit of the transition to a paperless society. He must also be characterized by controlling attendance, departure and meetings electronically and adopting an electronic internal, outgoing and incoming communication guide, in addition to protecting and confidentiality of the circulation of information and data in the shortest time and at the lowest costs. That is, he is an open, dynamic and knowledgeable manager who follows what is happening in the field of technical and communication developments.

In the end, electronic administration may become imposed as a result of the conditions of globalization that the world is experiencing and the complex interconnectedness. It is not enough to know what electronic administration is, but rather we must apply it. We must work in this direction because competitive advantage today is not a gift of nature, it is not oil and mines, it is in the skulls, it is the creation of the human mind and ability.

RESEARCH PROBLEM

Institutions of all specializations are suffering from the problem of shifting from traditional paper-based management to electronic management and are trying to keep pace with the global development movement in this field. Advanced institutions are now managing their business via electronic devices and with the help of special software. This requires the availability of real basic elements, and has become a contributor to imitating the effort. And time in business management, as well as avoiding mistakes that are likely to occur when business accumulates. Hence, this study comes as a research attempt to identify the role of electronic management in improving strategic performance in universities.

RESEARCH IMPORTANCE

It has become tangible today, beyond doubt, that electronic management and its outcomes represent one of the contemporary developments in the philosophy of modern management and an effective practice of its practices that are most compatible with the rapid changes in the world of business. Hence, business has become easier than before in light of the progress and development it has achieved. E-business, and because institutions are looking for all the means of their success and achieving their requirements, it has become necessary to research the extent to which this vital factor can be exploited in improving the strategic performance of institutions, and because the focus of the discussion is in educational institutions, we will focus on the importance of employing electronic management in improving strategic performance, and this is such an importance. Research needs to be dealt with research-wise.

RESEARCH AIMS

In light of the research problem and its importance, the goal is to identify the role of electronic management in improving strategic performance, by providing a conceptual framework for each of the variables, factors, and concepts associated with them.

CONCEPT OF ELECTRONIC MANAGEMENT

Organizations' awareness of the source of their success and the secret of their survival lies in how they manage their business easily and smoothly. This may not be achieved for many organizations that are lagging behind and have not transformed into the modernization of digital society. At a time when organizations seek to remain in the competitive market, they find themselves surrounded by a large series of changes that... It requires it to adapt to the requirements of this change within the era of change (Mohamed and Fathi, 2011: 44).

Multiple administrative efforts in this field are pushing towards a shift towards exchanging information and data and actively participating in decision-making by relying on digital networks and the fast and accurate services they provide (Al-Hammadi, 2003: 3).

This matter is imposed by the issue of electronic management, which has emerged greatly in the success of organizations of all specializations. Electronic management is defined as integrated information management that relies on information networks and technological infrastructure that provides communication, participation, and exchange of information confidentially, quickly, and safely (Najm, 2004: 126).

(Murad, 2003: 23) defines electronic management as the administration's exploitation of information and communications technology to manage, improve and develop various administrative processes within organizations, and (Al-Sulami, 2003: 135) defines it as the process of automating all the tasks and activities of the administrative institution, relying on all information technologies necessary to reach Achieving the goals of the new administration in reducing the use of paper, simplifying procedures, eliminating routine, and quickly and accurately completing tasks and transactions, so that each department will be ready to link them with e-government later (Al-Qarni, 2007: 13).

Here it can be said that the focus of the discussion about electronic management is how to rely on the free exchange of data in electronic form, by adopting information and communications technology means that reduce time, effort and cost.

THE IMPORTANCE OF ELECTRONIC MANAGEMENT

The importance of electronic administration lies in its ability to keep pace with the tremendous qualitative and quantitative development in the field of information technology application, as it can be called the fruitful information revolution, or the permanent information and communications technology revolution, in addition to the fact that electronic administration represents a kind of strong response to the challenges of the twenty-first century (Yassin, 2005 :27).

Its effects are not only due to the technological dimension, but also to the administrative dimension represented by the development of administrative concepts that have accumulated over many decades. Administrative methods that were successful and appropriate to the circumstances of the past may not be effective in light of a rapidly changing environment such as the one we currently live in (Masoud, 2008: 31).

In this regard, (Yassin and Al-Alaq, 2006: 24) point out the importance of electronic management in achieving added value through the following (Hawasni, 2012: 6).

1. 1The ability to penetrate new markets and expand the organization's business.
2. Improving the organization's performance by providing electronic communication channels and functional integration.
3. Reducing the cost of completing administrative and non-administrative work, i.e. achieving advantages over competitors.
4. Manage relationships with customers easily using electronic business systems.
5. Providing quality services to customers on an open line at a lower cost and a greater return for the organization.

Cloud-based KM approach includes the following features [96] :

- It is a distributed knowledge management approach. The dispersion refers to the Cloud-deployed knowledge resources and the geographically scattered knowledge users.
- It is a cross-disciplinary strategy that incorporates concepts and approaches from both organizational knowledge management and cloud computing. Recognize that knowledge management is a diverse field in and of itself, incorporating concepts and approaches from a variety of disciplines, including psychology, artificial intelligence,information systems engineering, economics, and human resource management.
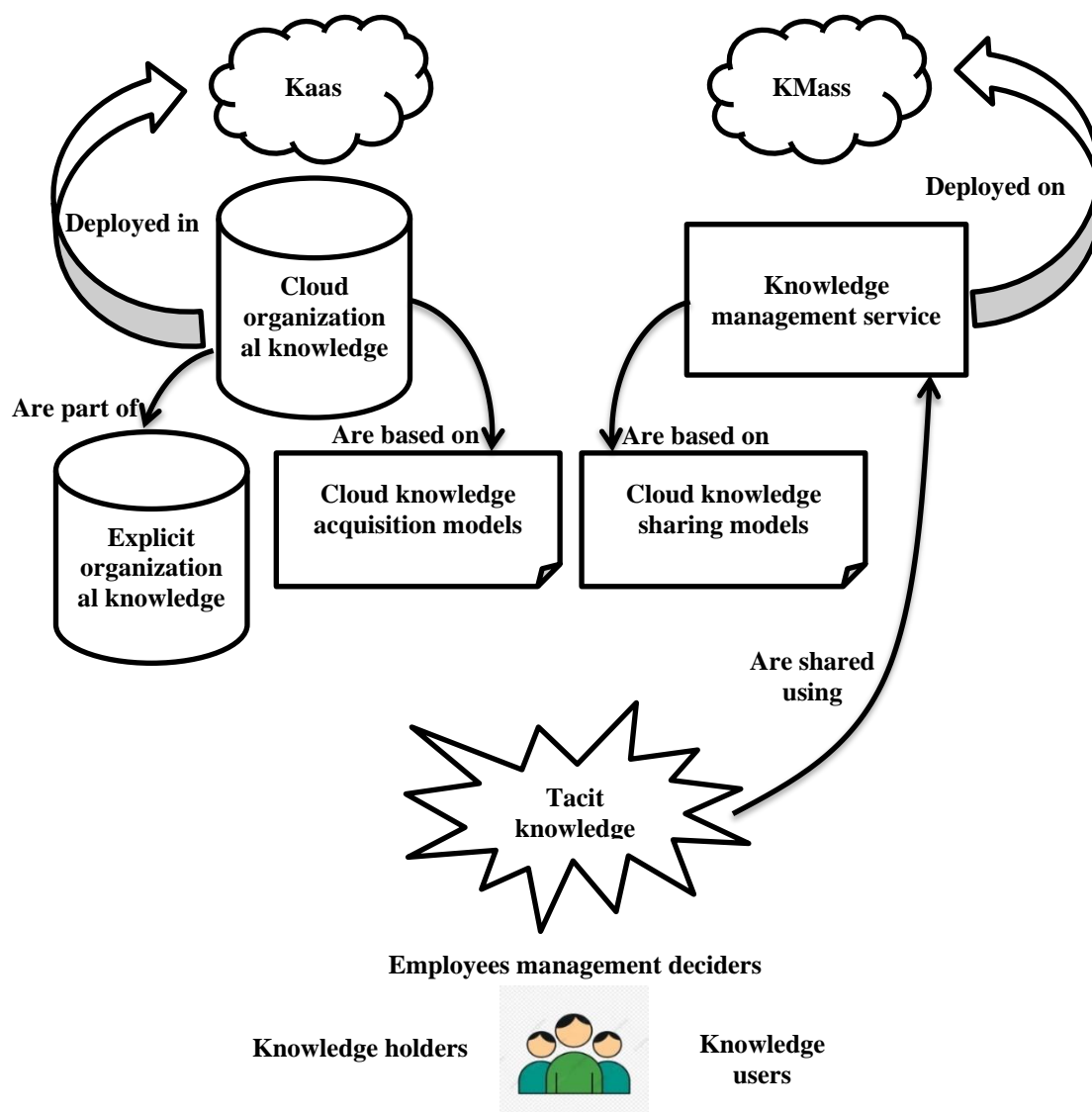

Fig.1 Cloud-based KM approach.

- It is a client-centered strategy. Knowledge management tasks are insured and given as a service.
- It takes both tacit and explicit knowledge into consideration. Cloud computing offers numerous benefits but also poses a number of issues for organizational knowledge management. Economic and organizational benefits accrue to the business. Consider cloud-based knowledge management as a novel approach to knowledge management raises a number of problems. Could such a methodology encompass all phases of the knowledge management process? Alternatively, the business might rely on Cloud Computing to manage all parts of the knowledge management process.

OBJECTIVES OF ELECTRONIC MANAGEMENT

The interest of the developed world in using information and communication technologies did not come out of nowhere, but rather to achieve multiple goals, and from this standpoint, the application of electronic management in organizations seeks to achieve the following goals (Hussein Mustafa Hilali, 2010: 79).

1. Reducing the time for implementing various administrative transactions, and ensuring accuracy and clarity in the various administrative processes within the organization
2. Facilitating communication procedures between organized departments and other organizations, and increasing the connection between employees, management and senior management
3. Following up on the various departments of the organization as if they were a central unit, and concentrating the decision-making point on specific work points while giving greater support in monitoring them.
4. Providing data and information to beneficiaries immediately, collecting data and information from their original sources in a unified manner, and reducing obstacles to decision-making (Hussein Mustafa Hilali, 2010: 79)
5. Reducing the use of paper and thus avoiding the suffering resulting from the processes of preserving and storing documents, and reducing the expenditure on following up on various management processes
6. Employing information and communications technology to support the organizational culture among all employees and increasing the connection between senior management and employees, in order to support a positive culture for the organization among all employees. (Hussein Mustafa Hilali, 2010: 80)

ELECTRONIC MANAGEMENT REQUIREMENTS

In order to transition to applying electronic management, it imposes a set of requirements (Mohamed and Fathi, 2011: 44).

1-Administrative requirements

Administrative requirements include a comprehensive preparation process for all aspects of the organization in order to accommodate the process of transitioning to electronic work, because the process of moving from the paper world to the electronic world will be accompanied by more administrative procedures, starting with reducing the number of employees and ending with reducing the number of offices, and this will

meet A major challenge and resistance from quite a few who resist change. Hence, appropriate and appropriate administrative procedures must be provided for this change, in addition to preparing documents and files in order to enter their data into the electronic system, which can add a large organizational burden, especially since there is a large previous administrative backlog.

2-Human requirements

Providing human resources and cadres within administrative levels, whether service or production, is one of the necessary and important matters to receive changes and use appropriate methods for them. Also, the chances of change to succeed are greater in the case of providing efficient human resources capable of dealing with the electronic work environment, which makes them able to Fulfilling job burdens efficiently leads to improving productivity and completing work efficiently (Mohamed and Fathi, 2011: 44).

3 -Physical requirements

This includes providing sufficient material and financial supplies to create the technological and technical infrastructure required to deal with electronic administration, because dealing with a large amount of data in a short time requires providing devices, equipment and software that are appropriate to the size of this large work, as completing electronic work requires that tools capable of Manage it efficiently.

BENEFITS OF ELECTRONIC MANAGEMENT

The world's interest in using administrative information technologies did not come out of nowhere, but rather great benefits occurred as a result of it. Therefore, countries began racing to implement electronic management in their institutions, and the most important of these benefits are (Mustafa Kafi, 2011: 63.)

1. Simplifying procedures within these institutions will reflect positively on the level of services provided to citizens, and the type of services provided will be of higher quality.
2. Reducing the implementation time for completing various administrative transactions
3. Accuracy and objectivity in the various accomplishment processes within the organization (Mustafa Kafi, 2011: 63)
4. Facilitating communication between the institution's various departments as well as other institutions inside and outside the institution's country (Mustafa Kafi, 2011: 64).
6. Using electronic management correctly will significantly reduce the use of paper, which will positively affect the organization's work
7. Reducing the use of papers will address a problem that most institutions suffer from in the process of preservation and documentation, which will lead to no need for storage places as they can be used for other matters.
5. Electronic administration provides many positive benefits to the government, the private sector, and society. This is with the aim of better delivery of services, providing advanced transactions for commercial and industrial businesses, and allowing citizens to carry out their work on their own through access to information or through more accurate and effective government administration. On the other hand, the electronic government system facilitates internal operations within government departments and develops performance within them while helping various sectors of society with the aim of

benefiting from government services at the lowest costs and least effort (Mustafa Kafi, 2011: 64).

ELECTRONIC MANAGEMENT PATTERNS

Electronic management takes one of several different styles and forms that are consistent with the nature of work at the facility in order to achieve its goals. These styles include the following:

1-Electronic government

E-government is one of the types of electronic administration, which means managing public affairs through electronic means to achieve social, economic and political goals, and get rid of routine and central work, with high transparency. This could be the implementation of government services between entities

Such as: the relationship between the government and the government, the relationship between the government and individuals, the relationship between the government and companies, and the relationship between the government and the employee (Mohamed Samir Ahmed, 2009: 69).

2-E-health

E-health provides consultations, services and medical information to the patient through electronic means. The patient can follow the results of medical examinations, laboratory tests, information and services via the hospital's local network or via the Internet. Surgical operations can also be performed in one country and the consulting physician can be in another country. Waiting times for visitors can also be reduced. When the patient leaves the Pep clinic and heads to the pharmacy, the medicine is waiting for him at the pharmacist. Because the doctor sent the medication prescription electronically to the pharmacy.

3- Electronic commerce

E-commerce is the exchange of information and services via the Internet to achieve rapid economic development. Payment can be achieved through bank cards. E-commerce is the first application of electronic management.

4- E-learning

In e-learning, academic lectures, written tests, and discussion of scientific theses can be conducted via the facility's local network or via the Internet. You can also benefit from free lessons published on the Internet.

5-Electronic publishing

Through electronic publishing, it is possible to follow breaking news and economic and social bulletins, view the latest literature, benefit from various search engines, and achieve speedy access to information from its original sources (Mohamed Samir Ahmed, 2009: 70)

SUCCESS FACTORS IN ELECTRONIC MANAGEMENT

Officials in a government or private facility who wish to transition to electronic management must take into account several factors to achieve success in the facility, the most important of which is (Mohamed Samir Ahmed, 2009: 70).

1-Clarity of the strategic vision of officials in the facility. And comprehensive understanding of the concept of electronic management, including planning, implementation, production,

operation and development. We also notice in some government departments and commercial companies the presence of large advertisements in the facility to clarify the vision and mission.

2 -Direct and comprehensive care for the facility's senior management. And avoiding dependence and improvisation in dealing with matters (Mohamed Samir Ahmed, 2009: 71).

3-Continuous development of work procedures, trying to explain them to employees so that they can understand them and understand their objectives, with an emphasis on writing them down and classifying them.

4-Training, qualification, and meeting the training needs of all employees, each according to their specialty.

5-Continuous updating of information technology and means of communication.

6-Achieving the principle of transparency and optimal application of realism.

7-Ensuring the confidentiality of information for beneficiaries.

8-Benefit from previous experiences and not repeat mistakes.

9- Positive cooperation between individuals and management within the facility and abandoning personal considerations (Mohamed Samir Ahmed, 2009: 71)

ELECTRONIC MANAGEMENT TRENDS

1. Managing files instead of saving them (Fidaa Hamed, 2015:194)
2. Review the contents instead of writing them
3. Review the content of the document instead of writing it
4. Executive actions instead of meeting attendees
5. Accomplishments rather than follow-ups
6. Discovers problems instead of following up
7. Successful preparation for meetings (Fidaa Hamed, 2015: 195)

ELECTRONIC MANAGEMENT ELEMENTS

•Alleviating the severity of the problems resulting from the service seeker's dealings with an employee with limited experience or an unstable temperament (Fidaa Hamed, 2015: 195)

•Creating opportunities to provide services to students through the computer.

•Electronic administration is not an alternative to the regular government and does not end its role, but rather a means to raise the performance and efficiency of the government

•Paperless management, which consists of e-mail, electronic archives, voice messages, and automated follow-up application systems

•Management without a place, represented by the mobile phone or the new international phone, and remote work through imaginary institutions

•Timeless administration lasts 24 continuous hours. The idea of night, day, summer, and winter has no place in the new world. We sleep while other people wake up. Therefore, continuous work must be done for 24 hours so that we can contact them and fulfill our interests (Fidaa Hamid, 2015: 195).

• Management without rigid organizations. It works through networked institutions and smart institutions that rely on the knowledge industry (Fidaa Hamed, 2015: 196).

CONCLUSIONS

1. The transition from traditional management to electronic management requires the availability of a number of success elements in order to achieve the goal of improving strategic performance.
2. The development of educational institutions has become a necessity and obligation more urgent than before, and this has led to the emergence of the importance of electronic management and the possibility of employing it in achieving strategic performance and efficiency.
3. There is a close relationship between electronic management and achieving performance and efficiency, and this has been proven at the overall and dimensional levels.
4. The material requirements are the most influential in achieving strategic performance and efficiency, and this may be linked to the provision of financial allocations required by the technological infrastructure and other related requirements.
5. The impact of human requirements is positive, and perhaps the most important of this is related to the need for competent human cadres to deal with the outcomes of technological progress in the field of management.
6. The impact of administrative requirements was the last in terms of the amount of influence, and here it can be said that administrative requirements are considered the last requirements for the shift towards electronic management, as sufficient and accumulated administrative experience is available in most institutions.
7. Electronic management has an effective impact on improving and achieving strategic performance, and the application of electronic management will lead to raising efficiency, skill, and desired requirements.

RECOMMENDATIONS

1. Encouraging institutions to adopt electronic management as a work method that is developed within the basic strategy of the institution, and encouraging the shift towards the electronic world and digital society.
2. Creating a broad and appropriate technological infrastructure to implement electronic management and its principles and making it available to all members of the organization.
3. Increase financial specializations and make them sufficient to meet the requirements of the shift towards electronic work
4. Keeping pace with the movement of scientific and global progress in the field of electronic management, while enhancing human capabilities in this field
5. Employing the organization's electronic management requirements more effectively in order to enhance its positive impact on achieving strategic performance.

Sponsoring managers with creative ideas and providing opportunities for them to rely on electronic management in providing services and practicing other academic work.

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