

## **DIGITAL MANAGEMENT AND ITS IMPORTANCE IN INCREASING WORKER PRODUCTIVITY WITHIN THE COMPANY - A STUDY IN DIMENSIONS AND TRANSFORMATIONS**

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### **Summary:**

In this research, we seek to shed a spotlight on one of the most important and sensitive topics because of the many different and diverse issues it carries, especially since the topic of digital management is a new and very complex topic, as electronic management has many advantages. Whether for the private or public sector, which shows that the need for electronic management is increasing day after day, which raises many important and urgent questions, perhaps the most prominent of which are:

\_ What are the means and tools adopted by Arab governments to develop digital management and achieve more productivity for the Arab worker through the great developments taking place in the world of digital management?  
\_ To what extent can it be said that the Arab worker has been able to keep pace with the developments taking place in the digitalisation factor and how has he been able to embody these developments in his work?

Through the above, we will try, in a kind of deconstructive approach, to identify the features of the development of digital management within Arab institutions by analyzing the latest developments in the world of digital management, which is witnessing great growth in the world, and how the employee can be developed within Arab institutions.

**Keywords:** Arab companies, digital management, worker productivity, technological developments.

### **Digital Management: (Concept and Developments)**

In light of the unprecedented technological changes around the world, digital transformation occupies a fundamental place in modernizing the government sector. In view of the modern trends of contemporary administrations in particular currently and their efforts towards acquiring advanced technologies that help them accomplish their work, as well as selecting scientific knowledge that is directed towards electronic minds to change the face of administrative transactions and support administrative strategic minds to achieve their goals and draw up their strategic vision with artistic, literary and philosophical formulation, they take upon themselves the electronic word as a launchpad for modern vibrations in the world of business, and accordingly the world has turned to a word that is the best to move to because it is the variable of the times, which is "electronic management." "Which has become a requirement of all departments within Arab companies because of its paramount importance in advancing sustainable development.

Perhaps this is what Al-Salmi referred to, the concept of electronic management (E-Management) as the process of automating all the tasks and activities of the administrative institution by relying on all necessary information technologies to achieve the goals of the new administration in reducing the use of paper, simplifying procedures, eliminating routine, and quick and accurate completion of tasks and transactions, so that each administration is ready to link with electronic government later.

It is noted from the above concept that the success of electronic management depends on a number of elements, the most important of which are administrative information technologies, including the computer system and communications, as successful management in light of its electronic uses will contribute to: -

A- Increasing administrative effectiveness towards moving away from paper-based uses, simplifying work procedures and eliminating red tape.

B- Saving time and effort resulting from quick completion.

C- Accuracy and speed in the process of completing tasks and transactions and high accuracy resulting from continuous electronic monitoring of administrative and production processes.

D- Reducing the economic costs related to transferring information and following up on administrative and production processes.

Dr. Nassif touched on the concept of electronic management (E-Management), where he considered it “the use of information and communication technology systems, especially the Internet, in collecting the administrative processes of an establishment in order to improve the production process and increase the efficiency and effectiveness of the facility’s performance.”

The definition makes clear the following:

A- The basis for the electronic management (EM) process is the use of information and communications technology systems and networks, especially the Internet, which is considered the main reason for the emergence and spread of all electronic management terms.

B- The goal behind applying electronic management in establishments is to improve productivity and increase the efficiency and effectiveness of their performance.

Dr. Adeniz also referred to electronic management as “the use of advanced information technology systems to enhance the role of the facility’s strategic management and raise its level of performance.” It also works to achieve the following:

A- Design and implement a plan to use information technology to complete the facility’s work in a way that helps it achieve the application of the electronic business model as a whole in the future.

B- Building and strengthening close relationships between the facility and its customers, partners, and suppliers, with continuity and effectiveness.

\_ Electronic management methods E-Management Applications or Solutions

Electronic management methods or applications mean those technological programs and systems used in the field of electronic management to achieve its various goals and raise the efficiency and effectiveness of the facility’s performance. The most important methods are: -

1- Customer Relationship Management (41 Biscotti and Fulton, 2002:)

It is a set of technological programmes, methods and activities that help the establishment in the process of managing its relationships with its current and prospective customers by organizing the processes for identifying market segments and studying consumers’ motivations and behaviour, including “the field of marketing, the field of sales, and the field of customer service.”

Therefore, studying the behavior of consumers, their tools, and their income, as well as studying the market and its needs, will determine the nature of the relationship between the company’s management and its customers, and accordingly, appropriate electronic methods will be chosen that achieve that relationship.

2- Partner Relationship Management (Biscotti and Fulton, 2002:41)

It is a group of technological activities and programs that are concerned with building and strengthening the establishment’s relationships with its partners and allies, including distributors, suppliers, and others, including means that help facilitate the exchange of information and communications between the establishment and its partners. Organizations cannot live in isolation from the outside world, whether they are in the form of distributors and suppliers, because they represent the link between them and the markets. Therefore, they need modern electronic means that guarantee the delivery of information quickly and accurately, in order to thus reduce the time in the arrival of the information to be useful to the process. Industry and decision making.

3- Content Management

It is related to the process of building the establishment’s website on the Internet, including the content that this website contains regarding data and information about the establishment, its

products, services, and prices, and managing this content in a way that ensures its excellence and helps attract customers.

It is, therefore, the process of managing the dialogue between the establishment and its clients electronically, ensuring that data and information are exchanged in a way that is clear to the customer so that he knows the most accurate details of the transactions with that establishment.

#### 4- Supply chain management

These are the technological systems and programs that manage the complete cycle of products or services, starting from obtaining raw materials through manufacturing to delivering the product to the customer (Abd El Stlor, 2003). It seeks to achieve the highest degree of efficiency and effectiveness regarding the process of transferring goods, services, and relevant data and information from the supplier to the final consumer.

#### 5- Enterprise Resource Planning

It is also called enterprise resource planning and relates to those technological systems responsible for managing and organizing the facility's internal administrative processes and matters related to those of production, warehouses, and personnel affairs.

Therefore, any internal administrative process requires a computerized information system that organizes the processes that take place to manage that resource electronically, including:

A- Human resources information systems.

B- Marketing information systems,

C- Production information systems.

D- Financial and accounting information systems.

E- Warehousing information systems.

Thus, depending on the nature of the company and its administrative divisions, each of these departments needs its own information system.

#### 6- Knowledge Management

These are the technological systems that work to transform data from its physical form into an electronic form so that it can be accessed and used in an easy and organized manner, especially by senior management and decision makers in the facility, as it enables them to manage and store any number of files, images and their various forms to facilitate access to data within the facility as well as via the Internet.

7- Smart business management and data storage Business Intelligence & Data Ware House Solutions is considered one of the best applications related to decision support systems, as it helps in making accurate decisions by collecting data in its various forms within multiple programs and systems with one interconnected system.

#### 8- Revenue Management

It is considered the umbrella under which all previous administrative methods are gathered. It focuses on all decisions related to the facility from one perspective, which is the return, benefit, or profitability that will accrue to it as a result of making this decision or predicting and implementing it, through the employment of modern administrative and economic theories and the use of the latest computational and statistical methods, information technology systems and modern technologies. Thus, electronic revenue management helps the facility or senior management in making its decisions related to its marketing, distribution, sales, and pricing policies for its electronic business in a way that ensures it sells the appropriate product to the consumer at the appropriate price. .

The importance of electronic management:

The importance of using the administrative term (electronic management) lies in it being a turning point in the process of organizations that are classified under the category of contemporary, which aims to reach the top of the competitive pyramid by transforming the vocabulary of administrative, scientific, technical and production transactions from the flow of traditional systems to the features of the digital society using modern technologies (information and communications) towards serving the lines of work at all administrative levels, especially after these organizations entered to rush towards new markets that may provide new transactions through which branches will be opened that require skilled management in order to connect those Branches with the parent company, in addition to the internal administrative communications network that links the company's departments and administrative levels with each other, are an administrative transition movement towards modernity and development, giving planning, organization, direction and control an electronic meaning that reduces many terms such as time, effort and cost and is classified among the digital organizations for which many accounts are taken into account in the business world.

Its importance also lies in achieving the set goals, moving between goals, achieving them according to the measurements of the most important, then the important, and so on, and choosing ways to reach them by the best means, at the appropriate costs, and at the appropriate time, with the optimal use of the available capabilities.

On this basis, electronic management and traditional management agree in that they are an activity based on completing actions and transactions to achieve the desired goals, but they differ in the method or means of completing those actions and transactions and reaching those goals. Electronic management's importance lies in the optimal use of those means through advanced information and communications systems with high technology to reach the goals at appropriate costs that reduce the time and reduce the effort expended in completing those transactions.

So the importance of electronic management is limited to the ability to keep pace with qualitative and quantitative development in the field of applying information technologies and systems, and the accompanying emergence of what can be called the ongoing information revolution. Electronic management represents a kind of strong response to the challenge of the twenty-first century, and the importance of electronic management can be summarized in:

1 - The emergence of the information and knowledge revolution: We live in an era of the explosion of information and knowledge, and the waves of its generation and accumulation continue in intangible units of time, which all human capabilities are unable to control and master. The information and knowledge revolution expresses the phenomenon of the emergence of the digital world and the continuous qualitative development in systems and technologies. Information and communications networks and transforming the world into a global village, compact and small, but with open horizons and unclear definitions. The information revolution and the modern communication technology that accompanied it were able to eliminate both time and space. Communication has become instantaneous and instantaneous, as satellites with their network have been able to transmit both sound and image.

2\_ Information technology opportunities and challenges: The information technology revolution represents the basic feature of the emergence of the twenty-first century. It also represents a glimpse into the future of science, culture, and human civilization. The information technology revolution has manifested itself in ideas and capabilities. And serious energies of creativity, creativity and innovation in using the computer, developing its capabilities, processing speed, storage space, and artificial intelligence.

3\_ Business Revolution (Internet): If information technology, according to informatics scientists' estimates, is the force that will transform the third millennium into the greatest prosperity in history, then the Internet is the greatest technological advance since the invention

of the printing press 500 years ago, so the importance and impact of the Internet lie. As for international management, we mention, for example, that the value of what the business sector spends is \$470 billion allocated to purchasing products and services through the global information network. This tremendous explosion in the use of the Internet has led to the emergence of new business models that were not previously known, such as Business models for Amazon.com e.trade Schinab Yahoo Google and others.

4\_ Globalization: One of the biggest challenges facing Arab society in this decade is the phenomenon of globalization in all its economic, social, cultural, technological, and other dimensions. These dimensions are evident in the integration of the world's economies and the expansion of the circle of interdependence in business activities. International trade.

The most important, most popular and most influential engines of globalization have most of their sources from the Internet and information and communication technology. Today, we are witnessing the transformation of the world into a globalized global economy thanks to high-tech information and communications technology, and the extreme flexibility in networking and computing, which has helped in the emergence of the global electronic market in which products, services, and information are exchanged at a speed and automaticity that is difficult to imagine.

5\_ The ongoing radical changes in the business environment: If information technology is taken into account, we find that the changes it has brought about in the business environment have no limits, and are increasingly powerful in their comprehensive impact on organizations, individuals and groups, and today we are witnessing Traditional organizations are transformed into information-based organizations, and information technology is used to create important changes in work patterns. At the forefront of these changes is the transformation of organizations from disciplined hierarchical structures that are directed through a unit of command and control to flexible, simple organizations that adapt to internal changes. And external.

The change in the business environment also appears through the development it has brought about in the products of the hardware industry, software, communications networks, etc., as electronic management is considered the primary driver of any economic activity, which makes most companies and businessmen rush to equip their institutions with the latest electronic technologies, realizing the importance of this in achieving progress for their institutions.

The importance of electronic management is also highlighted for the private sector in that it is always the first to do anything new at many levels, especially the administrative level. Perhaps this is due to the professionalism with which the private sector is managed. Some of the motives that motivated the private sector to gain priority in accessing the electronic management method can be reviewed through:

1\_ The electronic administration appoints companies and institutions to respond quickly to the markets' need for products with certain specifications, through the information base provided by these administrations about the market's desires.

2-Electronic departments are highly effective in reducing the huge expenses incurred by companies and institutions on preparing and operating stores.

3-Electronic departments contribute to increasing the competitiveness of companies or institutions, by always being aware of the needs of the markets, knowing the desires of consumers, and satisfying those desires and needs. As for the importance of the public sector, its need for technology is no less than the private sector's need for it. The public sector has administrative problems that always push it to search for solutions to these problems.

The most important points that confirm the need for the government sector to apply the electronic management method can be reviewed through the following:



\_ The level and complexity of the services of many of these departments has deteriorated to the point that calls for the need to simplify their procedures, make them smoother and more flexible, and facilitate their provision to citizens.

- Government departments need to experiment with electronic management, to increase the ability of small and medium enterprises to participate in the global trade movement.
- Reducing the burden of creating new work opportunities on the state, by opening the door to foreign craft work opportunities by encouraging small projects and marketing their products.
- Electronic administration shortens the time of implementing various administrative transactions, facilitates communication between departments of government agencies and organizations, provides accuracy and clarity in administrative processes and rationalizes the use of papers in laboratories.

### **Conclusion:**

By examining the elements of this topic and through the strategic analyzes that we have carried out in our research journey, it becomes clear that the shift in the Arab world in particular from traditional management, which is characterized by bureaucracy and extreme slowness in completing tasks and their complexity, as well as weakness in responding to the needs of citizens, which leads to citizens' complaints and the obstruction of their interests, and thus affects the rest of the sectors and thus contributes to a significant decline in increasing worker productivity within the company. Therefore, it is necessary to keep pace with the developments of the times and adopt electronic management within institutions, as it is characterized by the ease of using contemporary technologies and access to networks in particular. The internal facilities of the facility, flexibility in administrative and service performance, and accuracy in exploiting data that can be stored electronically are necessary and necessary, and work must be done to achieve them, in order to achieve the aspirations of the current generations who are satisfied with advanced technology and speed of services.

After addressing the issues that make up this topic, it can be said that a number of conclusions and recommendations have been reached

### **Results:**

At the end of our research, we reach a set of points that we summarize in the following points:

\_ The use of electronic management and remote management will bring about a qualitative shift in the administrative and productive dealings of Arab companies, as they will work to connect their departments and affiliated laboratories, as well as their distribution outlets, and provide their services to government institutions and citizens with a modern communications network that reduces time, effort, and cost, which will advance the wheel of sustainable development.

\_ The work to advance the sustainable development movement and achieve qualitative leaps in the field of the economic sector can only occur by keeping pace with new technological developments in the world. Therefore, the level of competence and training of the Arab worker must be raised sufficiently so that his integration into the new administrative movement is easy and smooth.

\_ Electronic management and traditional management agree in that they are an activity based on completing actions and transactions to achieve desired goals, but they differ in the method or means of completing those actions and transactions and reaching those goals. Electronic management's importance lies in the optimal use of those means through advanced information and communications systems with high technology to reach the goals at appropriate costs that reduce the time and reduce the effort expended in completing those transactions.

From the above, it appears that in order to implement the electronic management method, we must work systematically with precise definition of the objectives that are envisaged in the

interim. In this regard, we present a set of recommendations that we hope to implement in order to advance Arab institutions.

#### Recommendations:

\_ We call on Arab governments to work on using modern management as an alternative to the current management by moving to electronic management in Arab companies in their administrative and production dealings and bridging distances through a modern communications network that contributes to linking their internal and external dealings. This will increase worker productivity and thus gain effort and time and reduce expenses. This will therefore be reflected in the rest of the sectors and contribute directly to the economic mobility of the Arab countries.

\_ It is necessary to make efforts in the field of systems supporting the electronic management project, which are community systems, as it is inconceivable that this project will move forward without taking the community's hand.

\_ Establishing bodies at several levels concerned with the proper application of electronic administration, and this is within the framework of a comprehensive strategy by the state, as it is not limited to the digitization operations that are carried out from time to time by some ministerial departments as well as public institutions.

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