

Reliability of Information Technology in Enhancing business Value an Exploratory Study of the Opinions of a Group of Employees of UR State Company

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Abstract--- *His study aimed to crystallize a clear vision about the reliability of information technology in creating business value, and with the aim of achieving this, the study tried to provide a comprehensive intellectual framework for the most important topics addressed by writers and researchers about the variables of the study, reinforced by an applied analytical framework for the opinions of (330) employees of Ur Public Company. The study dealt with information technology as an independent variable through four dimensions (hardware and equipment, software, databases, and networks). While treating value creation as a dependent variable (which is a dimensionless end result). The study relied on the questionnaire as a main tool for collecting data related to its variables, and the results showed a significant correlation and impact between information technology and business value creation. The study came out with a set of recommendations, foremost of which is the need to work on creating a clear and common understanding among the employees of the Ur State Company. The topic of the research is related to the strategic direction of their company by involving them in the process of formulating its strategies related to the development of its investments and exploratory activities and enabling it to make decisions that support the orientation of its institutions towards creative businesses.*

Keywords--- *Information Technology, Business Value.*

I. INTRODUCTION

The interest in the concept of information technology has increased increasingly by a large number of researchers in the field of administrative sciences, based on its focus on competitive advantage and building it based on the resource structure owned by the organization, and not only this, but also based on its dependence on the time that affects the resources in terms of their change and efficiency And its quality due to the overlap of other factors related to the environment and its certainty, complexity and speed of change, where the role of the organization comes in the role of initiative and providing everything that is new and unique to maintain competitive advantage and its sustainability, taking into account the requirements of the market, and the concept of information technology emerged as one of the most important conceptual frameworks in the literature Management, as it represents the means to create value for organizations by making the most of their resources, Organizations are keen to achieve technological harmonization between their own technologies and the opportunities provided by the external environment and the challenges it poses, and that this requires them to work on adapting, building and reshaping

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their capabilities and resource base to achieve the maximum possible compatibility with the environment (Shalaka, 2022).

A. *Materials and Methods*

- ***Materials***

Information Technology Concept

The world has brought the world closer to each other through the use of means of communication and helped organizations to communicate and interact with their large and growing audience faster than ever before (Shamsan & Otieno 2015) and has played a major role in the field of growth and production of services at a cost and less time (Armstrong, 2006), and adopted Its idea of survival, stability and continuity to achieve more quality to serve the beneficiaries through the innovative application of opportunities based on information technology services (Makasi & Govender, 2015). It appeared in the mid-seventies of the twentieth century through the first marketing (Webster, 2006) (IT), then the beginning of the use of the Internet (Technology) in two parts, one of them ((Techno, which means application, and the second (Logy)).

i.e. science (Asim and Ibrahim, 2013), and when two parts are combined together, the concept of technology is applied science, and information technology has spread as a competitive tool that offers software and communications (Sallan & Fernandez, 2009). To facilitate the process of innovation, improvement, professional development and value creation (Soliman & Karia 2015) in companies.

We now turn to a group of definitions of some researchers of information technology to clarify its concept, as information technology is defined as “the devices, software, networks, communications and data that use computer-based information systems” (Pour, 2014), and with another definition “it is all devices, equipment, phones, networks, The telecommunications and the Internet that today's organizations acquire despite their high costs” (Reddy et al, 2009), or the technical method to achieve a practical purpose, or it is a set of interconnected and interacting resources that work together” (Fredy and Hakeem, 2014).

As defined by researchers (Hatch & Cunliffe, 2013) as “a tool that has the ability to be presented in the nineties of the same century, and information technology consists of huge quantities with mixing, storage and use of it whenever it wants and wherever it is located.” Several studies and reports have highlighted the potential opportunities and benefits of information technology in order to improve the quality of production in the company (John, 2015), and it is a key tool for building knowledge societies, which can be a means of rethinking and designing organizational systems, which provides unified obedience to all (Sangra & Sanmamed 2010), Both researchers (Mondal & Mete 2015) say "there must be directives by senior management in organizations about the use to have an approved work culture" such as tools include workshop preparations, demonstration grounds, and CCTV conferences between the remote enterprise branch (Hotek & Alarm, 2010) (Yusuf, 2010), In addition to its expansion in use after the development of proprietary and wireless means of communication and the expansion of its range, at the present time educational institutions are adopting and benefiting from advanced technologies, The university tasks are analyzed according to the training programs commensurate with them and achieving their goal (Niazi, 2011) and the evaluation of these training, development and settlement programs is concerned.

1. Business Value Creation Concept

The term value appears in various sciences, such as philosophy, sociology, economics from the origin of the word, the word value comes from the Latin “valoran” from the verb “valer”, which means to be strong, in general it means courage and strength in war. In a broader sense, it is power and everything that is equal to a thing, as it means value in its general meaning “that opinion related to collective judgments that are about the validity and efficiency of things and that is to a large or small amount or a few or many persons and the issuance of this judgment is based on the consent of the person and what awaits this The last of the resident thing (Muhammad and Marwan, 2021).

The concept of value is a broad concept that is not easy to contain, as it mixes and overlaps with most aspects of life and controls them. Despite the importance of this trend in building societies and strengthening their moral structures, it cannot be measured because it is related to concepts that cannot be expressed quantitatively, such as the concepts of justice and morals.

The second: the material trend that is mixed with the concept of price, which represents the ratio between a thing or its equivalent or equivalent in cash (Saad Al-Enezi and Mustafa Ismail, 2013).

- ***Methods***

Based on the study's variables and objectives, and the nature of the data that the study requires to obtain, in line with the study's objectives and the nature of the questions that this study is trying to answer. The analytical descriptive approach was chosen, as this approach is based on data collection and then analysis in order to reveal the nature of the relationships between its dimensions in order to interpret its results and then provide conclusions and recommendations in order to improve the value of the business.

Methodology

Research Problem and the Objective of the Paper

- ***Research Problem***

The business environment has witnessed major and rapid changes that have cast a shadow on the success, survival and continuity of organizations. If we examine the environment of Iraqi organizations, including industrial companies (Ur State Company), we find that they are not isolated from these changes, which imposed on them a set of challenges that require them to optimally invest their current resources and capabilities and explore new ones to be able to create value for their business through by Information technology, and from here the problem of the study crystallized in the following questions:

1. Does Ur Public Company have the dynamic capabilities that qualify it to create business value through information technology from the point of view of the study sample?
2. Was Ur General Company, the subject of the study, able to achieve business value using information technology?
3. Is there a relationship between Ur General Company's possession of dynamic capabilities and business value creation, and what is the nature of that relationship?
4. To what extent do dynamic capabilities contribute to creating business value for the company, and which of these capabilities has the greatest contribution in this field?

- **Objective**

This study aims to achieve the following objectives:

1. Providing a conceptual framework on the concept of dynamic capabilities and its dimensions, the concept of information technology and how to create business value, according to the scientific sources available to the researcher.
2. Identifying the extent to which the study sample company possesses dynamic capabilities, and whether it was able to create business value on the corresponding companies from the point of view of the study sample members.
3. To identify the nature of the relationship between dynamic capabilities, information technology and value creation
4. Examine the role that information technology can play in creating business value.
5. Presenting some recommendations that the management of the company under study and other companies can benefit from in the light of the results of the analysis.

II. EXPLORATORY STUDY

330 questionnaires were distributed where the researcher was able to retrieve all of them, and the number of valid questionnaires for analysis is 330 with a response rate of 100%.

The demographic characteristics of the study sample.

The questionnaire included 4 basic elements represented by gender, educational attainment, age, years of service as shown in Table No. 1.

Table 1: The Demographic Characteristics of the Study Sample

SEX				
standard deviation	average	The ratio	Repetition	LEVEL
0.475	1.34	65.8	152	MALE
		34.2	79	FEMALE
		100.0	231	Total
AGE				
0.817	2.48	11.7	27	25 LESS THAN-35
		37.2	86	35 LESS THAN-45
		42.0	97	45 LESS THAN- 55
		9.1	21	55 AND MORE
		100.0	231	Total
Qualification				
0.543	1.52	50.6	117	diploma
		47.2	109	bachelor
		2.2	5	master
		100.0	231	Total
Number of service years				
1.126	3.46	8.7	20	1 lee than-5
		7.8	18	5 less than -10
		29.0	67	10 less than - 20
		37.7	87	20 less than-30
		16.9	39	30 and more
		100.0	231	Total

III. RESULTS

The Correlation between the Variables

Since the data was following a normal distribution and the measures used are quantitative measures, we use the Pearson correlation coefficient to test the correlation between the main variables so that its results serve as primary results for the direction of the relations between the variables, as the Pearson correlation coefficient can be determined by the direction of the relationship, either positive or negative, as it shows A positive relationship refers to an increase in one variable that leads to an increase in something else, and vice versa, it is called (a positive relationship). As for the negative relationship, it refers to an increase in one variable that leads to a decrease in the other variable, and vice versa (an inverse relationship). The other direction is the strength of the relationship, so the relationship is complete (+) when the correlation coefficient is equal (1) and when the relationship is very strong (+), if the correlation coefficient is between (0.80-0.99) And strong (+) when it is between 0.60 -0.70, medium (+) if the correlation coefficient is between (0.35 - 0.59) and weak (+) when the correlation coefficient is less than (0.34), while the zero value indicates that there is no correlation Between the two variables and the table (16-3) shows the correlation coefficient between the main variables of the study.

Information technology	Value creation	Networks	Data bases	Software	After the equipment	Learnability	
						1	Learnability
					1	.756**	After the Equipment
				1	.817**	.830**	Software
			1	.801**	.761*	.970	Databases
		1	.825**	.806**	.814**	.830**	Networks
	1	.821**	.722**	.830**	.892**	.726**	Value Creation
1	.886**	.933**	.913**	.928**	.920**	.913**	Information Technology

**Correlation is significant at the 0.01 level (2-tailed).

Source: Table prepared by the researcher using SPSS V 26.

IV. CONCLUSIONS AND FUTURE WORKS

• *Conclusions*

This topic includes conclusions that derive the intellectual and philosophical logic of information technology and value creation, based on the mechanism of compatibility and harmony, and the link and influence between them, which were the focus of the research hypotheses. The conclusions that represented the field research side, which the researcher reached, can be summarized as follows:

1. There is an interest on the part of or public company's employees in information technology by ensuring the transfer and exchange of important information and working in the spirit of one collaborative team to make mature decisions that enable the company's management to meet the requirements of the current work and face emerging challenges.

2. Ur public company employees are responsible for exchanging information and are keen to discuss opinions and ideas that contribute to identifying and defining problems in finding new solutions to them in an innovative way, enhancing the ability to excel in achievement, speeding up solving problems and transferring good practices, and assisting the administration in employing information to accomplish various activities. that will enhance the value of the company's business.
3. There is cooperation and harmony between the employees of Ur State Company, but it was not at the required level in light of the crises and challenges experienced by the industrial establishments. There is a need for high levels of synergy and cooperation among the company's employees to overcome the complex tasks and new requirements imposed by the environmental conditions that the company is not accustomed to. Previously, this cooperation reflected on the implementation of administrative and technical tasks.
4. Decision-making in the Ur public company is carried out in accordance with the participatory method, as the sample answers showed a clear interest in the opinions and proposals provided by the employees of the Ur public company, which reflect their expertise and specialized skills to reach decisions characterized by a large degree of accuracy and objectivity, especially with regard to decisions related to emergency crises.
5. The senior management of Ur General Company adopts the dynamic capabilities and dimensions, and pays attention to its role in preparing this company to face changes and its harmony with its environment, which is characterized by rapid and sudden changes.
6. The results of the study showed the existence of positive and significant correlations between the variables of the study, as shown in Table No. (3-16) and There is a positive correlation between information technology and its dimensions with value creation.
7. The study reflected the existence of a statistically significant and significant effect relationship between the study variables, agenciesn the existence of a statistically and morally significant impact relationship for information technology and its dimensions in creating value.
8. The reality of the company in question indicates the existence of acceptable applications related to the ability to learn. This was evident through its efforts to effectively transfer the available knowledge into new effective resources, and implement it with modern administrative methods and methods, and its keenness to hold scientific seminars and conferences and seek to cooperate with the corresponding companies, which is an effective way to generate and the acquisition of new knowledge in addition to the efforts to employ the knowledge owned by the employees of the Ur public company working in it to obtain new scientific outputs such as scientific research and consultations that are held for the benefit of different segments of society.
9. The interest of the senior management of Ur General Company to reshape its available resources to obtain new capabilities, as the company showed its keenness to identify the gap between its current capabilities and what it needs of resources and capabilities in the future, according to the changes that occur in the environment.

- **Future Works**

1. The necessity of applying the study in a sector other than the industry sector to ensure the possibility of generalizing the results that have been reached.
2. Studying the relationship between information technology and business value creation and its reflection on organizational performance.
3. Test the relationship between IT, benefits and value creation

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