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# The Role Of Electronic Management Information Systems And Their Impact On The Excellence Of Business Organizations' Performance (A Field Study On Asiacell Communications Company In Iraq)

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**Abstract:** The goals of this research are to(1) ascertain the availability of the necessary resources for implementing an electronic management information system and(2) show how such a system has improved and differentiated the performance of employees at Iraq's Asia Cell Company. The research included 65 participants drawn from three different locations inside the organisation in the provinces of Al-Muthanna, Al-Qadisiyah, and Najaf Al-Ashraf. Electronic management information systems have a statistically significant effect on distinguishing performance in this organisation, according to the study. Additionally, it was discovered that Asia Cell Telecommunications Company possesses all the necessary components for cutting-edge management information systems, which are utilised to attain exceptional performance. The study concluded that, because of their substantial influence on competitive advantage, electronic management information systems and managing excellence should be implemented and enhanced by all corporate organisations.

**Keywords:** Management Information Systems, Business Organizations, Performance Excellence, Asia Cell Telecommunications Company, Competitive Advantage.

**Introduction:** Companies nowadays face a constantly shifting landscape characterized by rapid technological advancements and intense global competition. This has sparked a critical need to investigate the strategies and resources that enable exceptional performance while ensuring long-term viability. Within this framework, MISs have grown in importance as a vital tool for organisations to boost their operations and compete more effectively. Organisational effectiveness and efficiency are enhanced through the use of electronic MISs, which gather and analyse data essential for decision-making, administrative process facilitation, and strategy development. The capacity of organisations to utilise MISs effectively and integratively is now crucial to performance excellence due to the growing dependence on technology. Therefore, this study emphasizes the importance of management information systems (MISs) in facilitating performance excellence in corporate organizations, examines their role in helping organizations achieve their goals and become more competitive, and then offers solutions to these problems while also investigating possible obstacles.

## Section One: Research Methodology and Previous Studies

### Study Problem

Companies' bottom lines and credibility suffer when they fail to adapt to shifting market conditions. This is usually because they don't have the necessary technological infrastructure in place, such as EMISs, to support their internal and external operations. At present, these systems are fundamental for the analysis, investigation, and retrieval of data as required, including data on market share, consumer behavior, and market analysis. Given this, the following questions are posed by the research problem:

1. What is the role of electronic management information systems in achieving performance excellence at Asiatic Telecommunications Company in Iraq?
2. What is the impact of information systems on operational efficiency and customer satisfaction?
3. What are the obstacles that limit the effectiveness of electronic management information systems in supporting performance excellence?
4. To what extent do electronic management

information systems contribute to improving the quality of decision-making?

### Research Objectives

The study aims to clarify the importance of electronic management information systems (EMIS) and their role in the modern business environment. It also analyzes the impact of electronic management information systems (EMIS) on organizational performance and competitive advantage. It also attempts to identify the factors that contribute to the success of electronic management information systems (EMIS) in supporting outstanding performance, to provide practical recommendations to organizations on how to employ electronic management information systems effectively and efficiently.

### Importance of the Study

Electronic management information systems (EMIS) are crucial in improving company performance, which is why this study is essential. They aid in the efficient acceleration of administrative operations, the improvement of decision-making, and the support of strategic planning, all of which help corporate organisations achieve a competitive advantage. Better customer service, more productivity, and lower operational costs are all things they help with as well. Means that every company serious about innovation and quality must learn how to leverage them and put them to use. This study's practical value comes from the scientific and methodological framework it provides for organisations to achieve performance excellence through the utilisation of MIS. A lasting competitive advantage for the organisation under study can be achieved by utilising these systems to support strategic and operational processes. It also provides practical solutions for decision-makers to boost their efficacy in this regard.

### Research Hypotheses

Based on the advanced concept, the research attempts to prove a set of hypotheses:

1. There is a statistically significant effect between the implementation of electronic management information systems and the excellence of business organizations' performance.

Sub-hypotheses:

- A. There is a statistically significant effect between material requirements and the excellence of business organizations' performance.
- B. There is a statistically significant effect between human requirements and the excellence of business organizations' performance.
- C. There is a statistically significant effect between

software requirements and the excellence of business organizations' performance.

C. There is a statistically significant effect between organizational requirements and the excellence of business organizations' performance.

### **Previous Studies**

Study by Yasser Hassan Al-Maamari (2014)

Factors Affecting Successful Adoption of Management Information Systems in Organizations Towards Enhancing Organizational Performance

Other research has shown that the adoption of management information systems in organizations is a result of a compilation of literature and interviews with employees of telecommunications companies in Yemen. A theoretical framework was proposed that takes into account the technology, organizational, and individual dimensions that may influence the adoption of management information systems in organizations. The study concluded that organizations must understand the factors that affect the successful adoption of management information systems to enhance organizational performance. A theoretical framework was also proposed to develop hypotheses based on seven factors classified into three categories: technological aspects, organizational characteristics, and people factors. Implementing this model within an organization will enhance perceived utility and user satisfaction, ultimately improving organizational performance. Abdul Ghafoor's (2016) study, "Impact of Management Information System on the Performance of the Organization, Profitability, Innovation, and Growth," examined the impact of management information systems on organizational performance through an analysis of 31 different organizations in Pakistan. Primary data was collected using a sampling method, with 200 respondents randomly selected from 31 business organizations through a structured questionnaire. The response rate was 100%. This study aimed to demonstrate how management information systems have a positive impact on organizational performance and how they can increase profitability, innovation, and organizational growth and development. Regression and correlation tests were applied to measure the relationship between variables.

The results show a positive relationship between organizational performance and management information systems. It also concluded that management information systems are highly beneficial for enhancing organizational performance in terms of profitability, innovation, and growth, as they meet diverse needs through a variety of systems, including query systems, analysis systems, modeling systems,

and decision support systems. A study (Supattra, 2017) demonstrated the impact of management information systems (MIS) and information technology (IT) on corporate management efficiency. The study measured the effect of MIS and IT on corporate management efficiency and business strategy in Thailand. The study reached several conclusions, the most important of which are that MIS and IT increase organizational effectiveness, improve the efficiency of its performance, and enhance its strategic work.

Also, the demand for IT rises in proportion to the degree to which information is relied upon. Both the organization's and its employees' performance efficiency and effectiveness are enhanced as a result. The research concluded that MIS and IT should work together. Dr. Hanin Muhammad Shuaib's (2021) study aimed to assess the impact of utilizing EIS on boosting productivity in Saudi Arabia's Ministry of the National Guard. Its secondary goals were to determine whether the necessary infrastructure was in place to launch an administrative information system that operates on electronic data, and to assess the impact of such a system on enhancing productivity in the face of epidemics and other catastrophic events. The overarching goal was to clarify the connection between electronically stored administrative data and enhanced employee performance, as well as to improve institutional administrative processes. According to the research, the necessary components for establishing an electronic administrative information system—including human resources, system operating programs, organisational elements, and material elements—are already present inside the ministry. Employees' performance is enhanced through the development of their communication skills, which are a prerequisite for implementation. When an organisation uses an electronic administrative information system, workers have access to a plethora of data regarding the company's operations. Electronic administrative information systems enhance productivity and empower workers to take a more active role in resolving issues. Boosting productivity in the workplace is a natural consequence of switching to an electronic administrative information system.

A study by Prof. Dr. Bakhti Ibrahim and Wazza Muhammad (2021) demonstrated that administrative information systems are an entry point for achieving excellence in the performance of business organizations. The study was conducted. In 2021, the researchers selected a random sample of 80 employees in a field study on Mobilis Telecom in Algeria. The study concluded that management information systems have an impact on organizational excellence. It concluded that all requirements for management information

systems are available at Mobilis Telecom, and that there is a statistically significant impact of their use as a means of achieving high and distinguished performance. The study also recommended adopting excellence management in Algerian organizations due to its significant impact on competitive advantage, and working to improve and develop it.

## **Section Two: Theoretical Framework of the Research**

### **First Section: Management Information Systems**

#### **First: The Concept of Management Information Systems**

Mu Zhou defined a management information system as consisting of technical personnel, devices, equipment, and other tools related to an information system. It primarily manages the information needed by users. It is also an information system that serves administrative processes, facilitating data processing and decision-making. (Zhou, 2021, p. 5) Researchers Kenneth C. Laudon & Jane P. Laudon define management information systems as computer systems that help support administrative activities and organizational functions by collecting, processing, and storing information to facilitate administrative decision-making (Laudon, K. C., & Laudon, 2020). Zerrouki also defined it as not just a system of information and telecommunications devices, but rather an organization of resources aimed at processing information, either to control it or to produce it. It represents all the elements involved in managing, processing, and disseminating information within organizations (Zerrouki, 2015, p. 8).

#### **Second: Components of Electronic Management Information Systems**

Electronic management information systems consist of four primary resources that an organization must have to maximize the benefits of the information system, as follows: (Bhatt, 2020: 52)

1. Human resources: The presence of individuals is essential for the operation of any information system. There are two basic types of human resources required for information systems:

A. End users: Those who use the system directly or use its prepared outputs.

B. Information systems specialists: Those who develop and operate the system.

2. Physical resources: These include all the devices and equipment used to collect, store, and process data and information. The computer is considered one of the most essential physical requirements, as are input, output, and storage devices. Communications devices and networks that connect computers.

3. Software resources include all types of software, operating instructions, and data.

4. Organizational requirements: These are the procedures undertaken by departments to continuously support and improve the information system, along with periodic maintenance of software related to the integrity, security, and confidentiality of information.

#### **Third: The role of electronic administrative information technology systems in the excellence of business organizations' performance**

Administrative information technology systems are of great importance in business systems and have a fundamental impact on the organization's operations. This impact extends to several aspects, the most important of which are: (Laudon, K. C., & Laudon, J. P., 2020: pp. 13-18), (Al-Arabi, 2018: 45-50).

- Improving efficiency: Administrative information systems improve the efficiency of operations and increase productivity through innovative applications and automation, enabling the organization to perform tasks more accurately and quickly, saving effort and time and reducing costs.

Electronic information systems facilitate decision-making by providing sophisticated analytical tools for data extraction. To make strategic and successful organisational decisions, organisations can analyse business data and precise statistics, and then develop detailed reports.

- Facilitating Better Communication and Teamwork: EMIS gives useful communication tools, including email, instant messaging, and collaboration platforms. Whether teams are in various offices or working remotely, these solutions help improve communication and collaboration across the company.

Electronic management information systems facilitate the storage and management of information in a structured and secure manner, thereby enhancing information management. The ability to efficiently store and retrieve large volumes of data and digital files is a result of this. This helps improve search and retrieval processes while decreasing dependence on paper materials.

- Boosting R&D: With the help of management information systems, businesses may accomplish R&D that lasts. Additionally, they enable them to utilize technology to create new goods and services, interact with clients, and refine existing procedures to better understand and meet their needs. Electronic management information systems have a positive impact on organisations' competitiveness, company performance, and creativity. In today's world, information systems are an indispensable tool for



building and enhancing corporate systems. In addition to facilitating strategic decision-making, improving information management, fostering innovation and development, and increasing efficiency and effectiveness, they also help with these other areas. Management information systems are fundamentally important, and as a result, they are considered a critical component for modern businesses to succeed and thrive.

Given the importance of management information systems in achieving outstanding performance, some researchers have concluded that effective management information systems play a crucial role in enhancing the efficiency of performance in business organizations to an exceptional level. Given the importance of management information technology systems in achieving outstanding performance, Researcher James believes that organizations strive to achieve outstanding performance by adopting methods that provide specific requirements and steps, the most important of which is the collection and analysis of data and information related to strengths, weaknesses, opportunities, and threats (SWOT analysis), the ability to implement strategic plans, technological developments, markets, consumer preferences, competition, and the regulatory environment. This is the role assigned to management information systems, which significantly contributes to achieving outstanding performance for business organizations in a contemporary, changing environment (James R. Evans, 2010, p. 33). Meanwhile, Quaddus believes that information systems can contribute to achieving excellence, as they can be used to develop distinctive advantages and/or reduce the distinctive advantages of competitors. (Quaddus, 2013, p. 28). Hanin believes that management information systems play a significant role in organizations' success in decision-making, providing decision-making centers with the necessary information, integrating organizational functions, and achieving competitive advantages. Whether one or a combination of these methods is used, the desired goal will be unique and differentiated from other organizations. The management information system contributes to the adoption of these methods or significantly enhances their use (Hanin, 2021: 259-260).

#### **Fourth: The Main Features of Electronic Management Information Systems**

Management information systems offer numerous advantages that contribute to empowering organizations and enhancing their operations. The following are some of these main advantages of management information systems:

1. Increased operational efficiency: They reduce time and effort in routine operations, as they enable the automation of many routine processes such as financial transactions, invoicing, and others. They also reduce the need for human intervention, which helps reduce errors and increase efficiency (Abdul Qawi, 2012: 67).
2. Data storage and retrieval: Large-scale database systems provide To store information in an organized and secure manner, making it easy to retrieve data at any time and with high accuracy.
3. Improving the decision-making process: Data analysis tools and intelligent reports help management make decisions based on accurate data and information. These tools include decision support systems (DSS) and management information systems (MIS).
4. Achieving a competitive advantage: Enables organizations to provide better services at lower costs by supporting all operations within the organization effectively and efficiently (Hassan, 2010: 89).
5. Improving security and protection: Management information systems place great emphasis on protection and security. Encryption, authentication, and access control technologies can be applied to protect sensitive data and information from external and internal threats
6. Improving internal communication and interconnection between systems: This contributes to providing a smooth flow of information and interconnection between different departments. It also contributes to integration between various systems within the organization (such as accounting and human resources systems), as well as supporting interaction with other external systems such as banking or supplier systems (Al-Zubaidi, 2011: 123).
7. Updating and responding to changes: Supporting continuous software updates to keep pace with technological changes and organizational needs.

#### **Second Requirement: Excellence in Business Organizations' Performance**

##### **First: The Concept of Performance Excellence**

Job performance refers to the extent to which an employee fulfills the responsibilities assigned to them in their job. It also reflects the extent to which they achieve set goals and adhere to the required work standards. It is also a key indicator of an employee's competence and the extent of their contribution to achieving the organization's goals (Al-Bashsha, 2012: 13). As for the concept of job performance excellence, it demonstrates an employee's ability to perform tasks and responsibilities at the highest level of proficiency and efficiency, exceeding basic job expectations and contributing to the effective achievement of the organization's goals. Performance excellence includes

Functional performance has several aspects, including (Bhatt, 2019):

1. High productivity: completing work efficiently and on time.
2. Quality and mastery: executing tasks accurately and professionally.
3. Innovation and initiative: providing new ideas and solutions to problems, and assuming responsibility.
4. Commitment and discipline: respecting regulations, attendance, and job instructions.
5. Teamwork and cooperation: the ability to cooperate positively with colleagues and work as a team.

#### 2. Keys to outstanding job performance

Include a set of factors that contribute to raising employee efficiency and achieving organizational goals efficiently and effectively. The most prominent of these keys are: (Khalili, 2017, p. 10): Clarity of goals and expectations, through which job objectives are precisely defined and employees are clearly understood in achieving the organization's vision. Continuous training and development, which provides educational and training opportunities that enhance employees' skills and continually improve their performance. Motivation and appreciation, which provide appropriate material and moral rewards for outstanding performance, motivates employees. Effective leadership, which means having leaders who possess the ability to direct and motivate employees effectively, and who are team players. Setting a good example for others in work and discipline. A positive work environment: A work environment that encourages creativity and collaboration, as well as providing job security and psychological support. Continuous performance evaluation: Using objective and fair evaluation tools to review employee performance and presentations. Innovation and renewal: Encouraging new ideas and initiatives contributes to improving work and developing services or products. Responsibility and accountability: Taking responsibility for results and instilling a culture of commitment to responsibilities enhances work discipline and quality. Effective communication: Contributes to building effective internal communication channels that facilitate the exchange of information and the rapid resolution of problems. Use of technology: The optimal use of digital tools helps improve work efficiency, reduce errors, and speed up completion.

#### **Third: The Relationship Between Electronic Management Information Systems and Performance**

#### **Excellence**

There is a close and interconnected relationship between them. Electronic management information systems help reduce human error through automation, resulting in more accurate and efficient job performance. The systems provide up-to-date and immediate information, allowing employees and managers to make informed and rapid decisions. All of this enhances performance quality by linking different departments and tasks to a single system. This reduces duplication of work and tasks, improving time management and positively impacting productivity. Information systems enable tracking of work and documenting processes, making employees more committed to performing their duties as required. Systems are also used to evaluate performance and identify strengths and weaknesses, which helps deliver targeted training programs and effective professional development. Ease of task performance increases employee morale and job satisfaction, thereby reducing the stress associated with traditional procedures (Al-Qarni & Bahyan, 2020).

#### **Third Section: The Theoretical Aspect of the Research**

##### **First. Analysis of Research Variables:**

The research was conducted using a five-point Likert scale questionnaire. The questionnaire was translated, modified, and tested. (65) questionnaires were used for this purpose to ensure that respondents correctly understood the included items. The independent variable (management information systems) was evaluated in its four dimensions (material requirements, human requirements, software requirements, and organizational requirements), with 20 questions related to this variable. The dependent variable (business environment) consisted of (8) questions, which are unidimensional.

##### **Second. Research Scale Test**

The Cronbach's coefficient for the independent variable (electronic administrative information systems), after modifying its items and deleting some of them, was 0.817. As for the dependent variable (excellent performance of business organizations), the Cronbach's coefficient for it, after modification, was 0.903. These are two strong coefficients acceptable within the context of administrative sciences and indicative of the internal consistency of the questionnaire questions. The overall Cronbach's coefficient for the scale was 0.811, which is a strong coefficient acceptable to administrative standards. This can be illustrated in Table 1.

**Table (1) Cronbach's coefficient for the research variables**

Cronbach's total	Highest value of the scale	Minimum scale value	Average scale	Cronbach's coefficient	Number of paragraphs	variable	N.
.811	4.720	4.120	4.524	.817	10	Electronic Management Information Systems	1
	4.405	3.120	3.309	.781	5	Hardware Requirements	2
	4.041	3.945	3.121	.691	5	Human Requirements	3
	4.901	4.505	4.513	.810	5	Software Requirements	4
	4.445	3.880	3.990	.783	5	Organizational Requirements	5
	4.560	4.080	4.332	.903	8	Excellent Business Organization Performance	6

### Third. Statistical Description of Research Variables

The research identified gender, qualifications, and experience to be studied within the sample. The number of males in the sample surveyed was 43, representing 66%, which is higher than the number of females, 22, representing 34%. This represents a significant difference in the distribution of employment between males and females. This sample had varying academic qualifications, but the most considerable proportion represented administrators with a bachelor's degree, numbering 31 employees,

representing 47%. This percentage is encouraging for obtaining ideal answers to the research topic. The number of postgraduate degree holders was 21, representing 32% of the sample surveyed. This is also good, given the administrative knowledge this group possesses regarding the research topic. This was followed by the secondary school and diploma category, which numbered (13), representing (21%). The sample surveyed was distinguished by the large number of respondents whose service spanned between 11 and 15 years, which indicates the extent of their experience and accuracy in answering. As shown in Table 2.

**Table (2) Analysis of sample characteristics**

Percentage	Number of repetitions	Qualification	Sample Characteristics
66%	43	Male	Gender
34%	22	Female	
21%	13	High School and Diploma	Qualification
47%	31	Bachelor's	
32%	21	Graduate Studies	
14%	9	5-1	Sample Characteristics
26%	17	10-6	
43%	28	15-11	
17%	11	Over	

As for the statistical description of the answers of the sample studied to the questionnaire questions, which numbered (28), the normal distribution of the sample answers was tested through the skewness and kurtosis coefficient, as Table (3) indicates that all answers had skewness values close to zero, and the kurtosis values did not exceed (3), which is indicative of the distribution of the sample answers in a normal distribution that enables the researcher to use the measures of central tendency and dispersion, as the highest arithmetic mean reached (4.60) for the

fifteenth question, which included (the programs used help in quickly retrieving information.) with a standard deviation of (.954), which is indicative of the unanimity of the answers of the sample studied, that computer programs help them a lot in their work in terms of entering, retaining, and retrieving information. However, the lowest arithmetic mean was obtained by the sixth question (there are engineers and software developers in the company in line with the needs of the work), which reached 3.03 with a standard deviation of .815, which is indicative of the lack of a sufficient

number of specialists. In the field of software to cover work tasks, as shown in Table 3, for the other questions.

**Table (3) Statistical Description**

Flattening	Twisting	Deviation	Average	Number	Survey Questions
.124	-.117	.773	3.81	65	The company has modern and appropriate hardware and equipment for electronic administrative information systems.
.371	-.056	.904	3.62	65	Electronic data entry methods are available that meet business needs and requirements.
-.210	-.003	.812	4.55	65	The available communication network is compatible with business needs.
.561	-.214	.905	3.59	65	The databases used are compatible with business requirements.
-.190	-.076	.815	3.03	65	The company has software engineers and developers that meet business needs.
.901	-.117	.614	3.66	65	Modern, highly efficient communication technologies and devices are available.
-.234	-.333	1.211	3.06	65	The company has employees with the appropriate qualifications and skills to use information systems.
.098	-.214	.840	3.07	65	The company's technicians participate in the design and ongoing development of the system.
.009	-.701	.500	3.21	65	The company's information system users are appropriately qualified to work on this system.
.103	-.314	.124	3.50	65	
.291	-.253	.963	4.28	65	The company provides sufficient information to employees to ensure a smooth flow of data and information.
.721	-.402	.921	4.16	65	Software and applications are updated according to the needs and nature of the work provided by the company.
.001	-.091	1.010	3.06	65	The software used by the company is compatible with the computers and communications devices used.



.801	-.312	.906	3.11	65	The company uses standardized and unified operating systems across all its branches.
-.456	-.118	.954	4.60	65	The company has software and communications services that competitors cannot imitate or emulate.
-.871	-.308	.650	3.62	65	The software used helps speed up information retrieval.
.110	-.406	.990	3.33	65	Senior management works on the continuous development of information systems. Used according to business needs.
.502	-.007	.641	3.51	65	Senior management provides company employees with the necessary training programs for management information systems.
.401	-.208	1.058	3.05	65	The company's senior management pays great attention to the application of advanced technology in information management.
.561	-.519	1.050	3.11	65	Senior management provides the necessary requirements for the continuous improvement of the use of modern information systems.
.091	-.130	1.342	4.48	65	Management information systems contribute to improving overall performance effectiveness.
.918	-.085	1.774	4.55	65	Senior management works on the continuous development of information systems to increase the efficiency and capabilities of employees.
.005	-.201	.993	3.07	65	Information systems contribute to increasing the ability to make decisions.
.712	-.306	.902	3.22	65	The company regularly and continuously engages its employees in specialized courses to develop performance skills.
-.901	-.690	.815	3.10	65	Management information systems contribute to increasing the efficiency of communication, interaction, and work completion, giving it a competitive advantage over other companies.
.895	-.100	.859	3.56	65	Senior management is well aware of the importance of using

					information systems to achieve excellence in the company's overall performance.
.501	-.610	.975	3.12	65	It helps employees participate in creativity by introducing new ideas.

#### Fourth. Testing Research Hypotheses:

Pearson's correlation coefficient, with values ranging from (-1, 0, +1), was used to determine the strength of the relationship between the independent variable, electronic management information systems (EMIS) and its dimensions, and the dependent variable, business organization performance excellence. All of these were significant at the 5% level. The strongest correlation between the information systems management variable and the business organization environment was .760, a strong positive correlation. This was followed by the strength of the relationship between the human requirements dimension and the business organization environment variable, with a

coefficient of .772, a strong positive coefficient. This was followed, respectively, by the human requirements dimension and the business organization environment, which reached (.731), also a strong positive relationship. This was followed, respectively, by the software requirements dimension, which had a correlation coefficient of (.698), and the material requirements dimension, with a correlation coefficient of (.621). All of these were strong, significant relationships at a significance level of (.5), indicating the acceptance of the correlation hypotheses, indicating a correlation between electronic management information systems, their dimensions, and business organization performance excellence. This is shown in Table 4.

**Table (4) Coefficients Correlation between research variables**

Independent Variable (Management Information Systems)					Research Variables
Total Correlation	Regulatory Requirements	Software Requirements	Human Requirements	Material Requirements	Dependent Variable (Business Organization Performance Excellence)
.812**	.731**	.698**	.772**	.621**	Pearson Correlation
.000	.000	.002	.000	.000	Significance of Correlation
65	65	65	65	65	Number of Items

In light of the advanced correlation relationship, the research hypotheses can be tested by using the simple and multiple linear regression coefficient, as shown in Table (5), which showed the correlation coefficient of the management information systems model with the variable of business organizations' performance excellence, which reached (0.812), which is significant at the (5%) level. Table 5 also showed the regression coefficient of the independent variable, management information systems, with the dependent variable, business organizations' performance excellence, which reached 0.635, meaning that the independent variable

explains this amount of change in the dependent variable, and other factors explain other changes. The value of (t) for the regression significance test reached (7.413) at the (5%) significance level, which indicates that the effect is significant and the hypothesis is accepted, which states that electronic management information systems affect the performance excellence of business organizations. The regression coefficient of the model of the dimensions of the independent variable, electronic administrative information systems, represented by (material, human, software and organizational requirements) on the dependent

variable, the business organizations' environment {material requirements dimension (0.624), human requirements dimension (0.712), software requirements dimension (0.732), and organizational requirements dimension (0.799), which explains the amount of changes occurring in business organizations, and the rest is explained by other factors. The Table also showed the test coefficient (F), and all of them were at a significance level of 0.000, which indicates the significance of the test and the possibility of applying it in other research communities. Table (5) also showed the test coefficient (t), which indicates the significance of the effect of the independent variable, electronic administrative information systems, and its dimensions on the dependent variable, the excellence of business organizations' performance, which determines the acceptance of the sub-hypotheses or not, as the test (t) for the first sub-hypothesis reached (0.631) at a

significance level of (0.258), which is greater than the significance of the effect of (5%), which indicates The hypothesis stating that (material requirements affect the performance of business organizations) was rejected. The second sub-hypothesis, stating that human requirements affect the performance of business organizations, was denied, as the t-test coefficient reached 3.630 at a significance level of 0.258, which is less than the significance of the effect of 5%. The third sub-hypothesis (software requirements affect the performance of business organizations) was accepted, as the t-test for the hypothesis reached (2.245) at a significance level of (0.021), which is less than the significance of the effect of (5%). Likewise, the t-test for the fourth sub-hypothesis (organizational requirements affect the excellence of business organizations' performance) reached (0.909) at a significance level of (0.002), which also indicates its acceptance, as shown in Table 5.

**Table (5) Research Hypothesis Testing**

Electronic Management Information Systems							Impact hypothesis	
Accept the hypothesis	Test morale	Test T	Test morale	Test F	simple regression	connection	Main Test Hypothesis Performance Excellence in Business Organizations	1
Yes	.000	7.413	.000	82.15	.635	0.812**		
Material Requirements							Test Hypothesis Sub-hypothesis Performance Excellence in Business Organizations	2
Rject	.258	.631	.000	22.638	.624	.621**		
Human Resources								
Yes	.030	3.630	.000	22.288	.712	.772**		
Software Requirements								
Yes	.021	2.245	.000	30.155	.815	.698**		
Regulatory Requirements								
Yes	.002	.909	.000	11.298	.799	.731**		

## CONCLUSIONS AND RECOMMENDATIONS

### I. Conclusions

1. Information systems management is currently one of the competitive methods and plays a strategic role in business organizations.
2. Integration between information technology and information systems management is an essential strategy for supporting the strategic decision-making process in business organizations.
3. Maintaining the business environment is a challenging process that requires increased research and development efforts and the pursuit of everything new and difficult for competitors to imitate.

4. The organizations in the research sample have traditional management information systems, which rely on collecting data from sources and analyzing it personally based on experience, without the intervention of information technology.
5. The organizations in the research sample lack graduate degrees in the specialized field of information systems, which makes the competitive decision-making process not based on computer science principles, but instead on experience alone.
6. The results showed that management information systems are directly related to the business environment, meaning that their development and modernization positively impact the performance of

these organizations.

7. The results showed that organizational requirements are the most critical requirements that business organizations must work to improve. 8. The results showed that management information systems impact the work and environment of business organizations. They are a competitive and performance-enhancing factor.

### Second: Recommendations

1. Develop the infrastructure and technology used to prepare the management information systems within organizations to contribute to improving their work.
2. Build information systems in all their dimensions and spread a work culture based on information systems management, making it more appropriate, encouraging, and supportive to enhance managerial decision-making.
3. Recognize the relationship between information systems management and business organizations and work to enhance it culturally and practically.
4. Adopt training courses and workshops to improve information systems skills, develop employee skills, and inform them of new programs to keep pace with developments.
5. Work to introduce information technology at the lowest cost and fastest pace to achieve competitive advantages in the business organization environment.
6. Allocate funds to continuously develop and modernize information systems management to keep pace with ongoing global changes.

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