

أثر استخدام نظم الإدارة الرقمية على متابعة الاستهلاك في مطابع جريدة الأهرام
**The impact of using digital management systems on following up the
 consumption in Al-Ahram newspaper press**

أ.د/ محمود يسرى أحمد

أستاذ الطباعة المتفرغ بقسم الطباعة والنشر والتغليف كلية الفنون التطبيقية - جامعه حلوان

أ.د/ رمضان عبدالرحمن رمضان

أستاذ بقسم الطباعة والنشر والتغليف كلية الفنون التطبيقية - جامعه حلوان

مصمم/ تامر محمود حنفى عبد الحميد

مدير ادارة - مطابع الأهرام

dr.isamramadan2005@gmail.com

Research Summary:

The management of production, digital management and operations has been recognized as an important factor for the economy of any country. The importance of digital management in the press organizations stems from the high cost of printing newspapers in terms of the size and possibilities of the printing machine and the prices of different raw materials as paper, inks, plates, etc.....

Studying the fact that obtaining a printed newspaper is at different stages and processes are not different from any other industrial product, but may increase these stages and trespass in many directions in order to obtain the profit so that the newspaper can continue to produce, where the production of the newspaper is a costly industry.

There are two methods in product management processes in nwespaper press organizations:

- Traditional or manual method is the oldest methods used in print production and it depends on the monitoring and analysis and manual evaluation of the various stages of preparation, processing, printing and distribution of the press product.
- The modern method, which is based on the compilation of all the digitally generated data through digital devices (computers) on a program that analyzes all these data and then output them to the desired format for the printing department.

Most press organizations use the first method so far. This was acceptable in the past but It is difficult to continue using it as It lacks the accuracy of the information and the speed required to collect the data, which leaves the decision-maker misses part of the accuracy and lot of time that can be translated practically in the form of wasted money or lost of profit.

Therefore, this study seeks to use digital management systems to obtain accurate data and figures, and to make tables and illustrations to assist the decision maker in making the right decision in a timely manner. It also helps him to follow various stages of print production to evaluate and solve problems as quickly as possible even more before they may occur.

Research problem:

The problem of research is the un using printing presses of the Egyptian newspaper press organizations for the digital information contained in the operating programs in the various stages of printing the newspapers and relying on manual method in gathering information and obtaining the results from it.

Research importance:

The importance of research is due to the achievement of the following points:

- Acquaintance with the modern concepts of digital management of newspaper presses.
- Using digital management and obtaining from it accurate results in the form of tables and graphs that help to make various decisions regarding management in general and production management in particular with the possibility of following up the various stages of production during work.

Research hypotheses:

The use of modern digital management systems leads in raising the quality of the production of presses of newspaper organizations.