

## **The Effect of the Difference in Demographic Variables On the Study Folk "Using Electronic Management and Management Information Systems in Raising the Efficiency of Printing Institutions"**

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### **Abstract:**

The research aims to know the effect of demographic variables (characteristics, personality traits), on the sample of the study folk "the use of electronic management and management information systems in raising the efficiency of printing institutions." The researcher used the descriptive approach and statistical analysis. The researcher used the questionnaire in collecting information and put the researcher hypothesis that there are differences in the demographic variables of the sample of the study folk and these differences in specialization, years of experience, etc., may reflect on the views of the respondents and thus affect the results of the study. The research plan included the spatial boundaries on the printing firms (press and commercial), therefore, the study was applied on a number of 5 public firms of various activity between a press and a commercial and a private firms whose activity is a press only and owns a printing house and this is evidenced by the analysis of the questionnaire (varied), (96.2%), (press) by (3.8%), of the total of the study sample. The study reached the following conclusions

There are no statistically significant differences between the first independent variable (electronic management systems) according to specialization, educational level, nature of work, number of years of institutional experience at a significant level greater than (0.05).

There are no statistically significant differences between the second independent variable (MIS) according to specialization, educational level, nature of work, number of years of institutional experience at a significant level greater than (0.05).

There are no statistically significant differences between the focus of the study (the use of electronic management systems and management information systems according to specialization, educational level, nature of work, number of years of institutional experience at a significant level greater than (0.05).

There are no statistically significant differences between the dependent variable (raising the efficiency of printing institutions) according to specialization, educational level, nature of work, number of years of institutional experience at a significant level greater than (0.05).

The research found that through statistical analysis, there are no significant differences of demographic variables did not have any effect on the results of this study and this reflected on the validity and consistency of the results of the questionnaire and as a result can rely on these results.

### **Key Words:**

Electronic Management - demographic variables- Stastical Analysis-PrintingFirms

**Introduction:**

In view of the challenges facing public press institutions, they must adopt and use the latest management methods and keep abreast of technical developments and interact with the era of digital technology, from those methods is the electronic management method that appeared recently as a contemporary term as a result of the increasing use of computers and its networks, and the information revolution, in a general way. The essence and philosophy of electronic management lie on changing the style and method of interaction of workers, the application of electronic management is a distinguished opportunity to improve organization performance & efficiency, effectiveness and speed in addition to its ability to face all problems of traditional management and overcome them.

**Problem statement:**

The research problem lies on the hypothesis developed by the researcher, it was assumed that there are differences in the demographic variables of the sample of the study community and these differences in specialization, years of experience ... etc., may be reflected on the opinions of the respondents and consequently affect the results and recommendations of the study.

**Research objective:**

The research aims to answer the following question: Is there an effect of demographic variables (characteristics, personality traits) on the sample of the study population? In the theme "Using electronic management and management information systems to raise the efficiency of printing institutions.

**Research importance:**

The importance of the research resides that the analysis of the effect of the different demographic variables on the opinions of the sample of the study population, has not been touched upon, which have an effect on analyzing the results of the questionnaire and put the recommendations of the study.

**Research ambits**

**ambits:** The time period available for the learner to prepare the research.

**Spatial ambits:** Press organizations that own print houses.

**Research Methodology:**

The researcher used the descriptive analytical approach which depending on the description of the case study, where the descriptive approach relies on the study of reality or phenomenon as it exists in reality and cares as an accurate description and expresses it quantitatively and digitally in a way that explains its size and degree of correlation with other phenomena, and descriptive research is done through interrogation of all members of the research community or a large sample of them in order to describe the phenomenon studied in terms of its nature and degree of quality.

**Hypothesis:**

There are differences in the demographic variables of the sample of the study folk and these differences in specialization, years of experience ... etc., may be reflected on the opinions of the study sample and consequently affect the results of the study.

## Preface

Electronic management is one of the contemporary methods that seek to transform institutions into electronic institutions that use information technology to complete all of their business, job transactions and administrative functions. In view of the tremendous development in modern technologies and information revolution, the availability of the Internet and other communication networks, it has become necessary for all organizations to take advantage of this technology to ensure the quality of performance and production, the development of work methods, and the achievement of the desired goals with high efficiency.

## Analyzing of the questionnaire results

### The scientific research framework:

#### Introduction:

In this chapter, the researcher examined the procedures of statistical analysis and the methods that were used to achieve the goals of the study. Beginning with **the Alpha Cronbach** test to measure the reliability and validity of the content of the study questionnaire, and internal consistency, then defining the procedures and methods of statistical analysis that the researcher followed in each of the descriptive statistics, iterations and percentages, arithmetic averages, standard deviation, difference coefficient and order, in order to determine the characteristics of the study sample, analytical statistic represented by: **Person Correction correlation**, and multiple regression analysis to measure the strength and direction of the dimensions of electronic management and management information systems in raising the efficiency of printing enterprises "

#### The activity of the organization (press / commercial)

The research plan in the spatial boundaries item included the printing establishments (press and commercial), therefore the study was conducted on a number of 5 public institutions with a variety of activities between a journalist and a commercial and a private institution with a press activity only and owns a printing house and this is evident through the analysis of the questionnaire (varied), by (96.2%, (female journalist) (3.8%), out of the total vocabulary of the study sample.

#### Administrative variable

The distribution of the vocabulary of the study sample according to the variable "administration" indicates that the majority of the study sample is from (other) departments, at a rate of (33.1%). As a result, there are departments that were not mentioned, because the questionnaire is closed on the Likert scale of three, and it was necessary to determine it because of the impact of its importance, and finally, the (Information Technology) Department at (6.2%), this percentage is small for a study that specializes in an application of information technology.

#### Specialization variable

Specialization (other) with a percentage (26.2%). got the second rank in the distribution of the sample items, which is a significant percentage that results in that there are specializations that were not mentioned because the questionnaire is closed on the Likert triple scale, it was necessary to determine it in order to consider the effect of its importance, and finally (computers) at a percentage (11.5%) of the total vocabulary of the study sample.

**Age variable**

The distribution of the vocabulary of the study sample according to the "age" variable showed that the majority of the study sample is from the age stage (from 40 to less than 50), at a rate of (53.8%), then the age stage (50 and more) at a percentage (32.3%) with a total of 86.1% indicating the availability of the element of experience, which necessarily reflects positively on the results of the study.

**Educational level variable**

The distribution of the vocabulary of the study sample according to the variable "educational level" showed that the majority of the study sample is from the educational level (Bachelor's degree), at a rate of (62.3%), then the educational level (postgraduate diploma) at a rate of (30%), then the educational level (PhD) at a rate ( 3.8%) finally, the educational level (Master) with a percentage (1.5%), out of the total vocabulary of the study sample with a total of 97.7%, from the previous result, it is clear that the study community is qualified with a sufficient degree of scientific knowledge to be familiar with and aware of the axes under study.

**Administrative& functional level variables**

The distribution of the vocabulary of the study sample according to the variable "administrative level" showed that the majority of the study sample is from the administrative level (middle management), at a rate of (59.3%), then the administrative level (operational management) with a percentage (26.9%), and finally the administrative level (senior management) with a percentage (13.8%), out of the total vocabulary of the study sample, it is clear from the previous result that 73.1% have the ability to make and take decisions, estimate and analyze the internal and external environments, which contributes to achieving the process of digital transformation within these institutions.

The distribution of the vocabulary of the study sample according to the variable "job level" also showed that the majority of the study sample is from the job level (director of management), at a rate of (30%), then the job level (other) at a rate of (29.2%), then the job level (deputy director of management) At a percentage (22.3%), and finally the job level (general manager) at a percentage (18.5%), out of the total vocabulary of the study sample. These results are consistent with the dominant percentage in the administrative level.

**The "nature of work" variable**

The distribution of the vocabulary of the study sample according to the "nature of work" variable showed that the majority of the study sample is from the nature of the work (supervisory administrative work), at a rate of (50%), then the nature of the work (technical works) with a percentage (32.3%), then the nature of the work (administrative work is not Supervisory) at a rate of (10%), and finally the nature of work (other) at a rate of (7.7%), out of the total vocabulary of the study sample. It is clear from the previous result that the majority of the study sample is from the nature of the work (supervisory administrative work), at a rate of (50%), then the nature of the work (technical works) at a rate of (32.3%), with a total of 82.3, this influential percentage works to determine the needs, requirements and obstacles of the transformation process, digital application of electronic management systems and management information systems.

**"Number of years' enterprise experience variable "**

The distribution of the vocabulary of the study sample according to the variable "number of established years of experience" showed that the majority of the study sample had those years of experience (15 years or more), at a rate of (66.9%), then years of experience (from 10 to 15 years) with a percentage (21.6%), with a total 88.5% agree with the analysis of the results of the variable of age, administrative level, job level, and nature of work.

**Your knowledge, the training courses you got in the fields of electronic management and updating administrative information:**

Distribution of the vocabulary of the study sample according to the variable "your knowledge and knowledge of electronic management and management information systems" showed that the majority of the study sample had knowledge of electronic management and management information systems (very well), at a rate (33.1%), then they have knowledge of electronic management and management information systems (good (26.9%). The distribution of the vocabulary of the study sample according to the variable "training courses that I received in the fields of electronic management and management information system" showed that the majority of the study sample who received the number of courses (I did not get any courses), by (40%), then they received the number of courses (one course) At a rate of (23.1%), despite the fact that the majority rate in the familiarity variable is very good, however, it met at the same time the majority in the variable of training courses. I did not get any courses and therefore there are deficiencies in training programs, as it is not possible to judge the quality and nature of the knowledge of workers I received in the fields of electronic management and management information system. "

**Hypothesis test results:**

The themes of the study "The use of electronic management systems and management information systems to raise the efficiency of the printing institutions".

- 1- Measuring the differences between specialization.
- 2- The differences between the educational level.
- 3- The differences between the nature of the work.
- 4- The differences between the number of years of institutional experience.

Showed there are no statistically significant differences between the first independent variable (electronic management systems) according to specialization, educational level, nature of work, number of years of institutional experience, at a level of significance greater than (0.05).

There are no statistically significant differences between the second independent variable (Management Information Systems) according to specialization, educational level, nature of work, number of years of institutional experience, at a level of significance greater than (0.05).

There are no statistically significant differences between the focus of the study (use of electronic management systems and management information systems according to specialization, educational level, nature of work, number of years of institutional experience, at a level of significance greater than (0.05).

There are no statistically significant differences between the dependent variable (raising the efficiency of printing institutions) according to specialization, educational level, nature of

work, number of years of institutional experience, at a level of significance greater than (0.05).

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