

Obstacles to digital transformation & use of electronic management and management information systems in raising the efficiency in public press institutions

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Abstract:

The research aims to know & identify the obstacles to applying electronic management in public press institutions through the study "Using electronic management and administrative information systems to raise the efficiency of printing firms", the research problem lies in studying the reality and its problems before applying the digital transformation process and overcoming this problems and obstacles that hinder its application in Public press institutions, which prevent the implementation of this new system and benefit . which has become the use of electronic systems a requirement and an indispensable necessity for what has been achieved there are which have positive results towards improving its performance and raising its competencies. The importance of the research reside that the digital transformation process has become an urgent necessity and that it is directed to the state. The researcher put the hypothesis of the existence of obstacles that prevent the applying of the process of complete digital transformation within the public press institutions. The researcher used the descriptive survey method, and the questionnaire was used as a tool to collect information and statistically analyze it, which demonstrated the existence of obstacles that varied between financial, administrative and human-related constraints. The research recommended that the project should be supported by higher leaders in institutions financially and administratively, set a specific strategic plan, , the participation of the private sector in investment and financing by improving the structure Infrastructure for networks and communications establishing an institute for training in modern technologies in each institution.

Key Words:

Electronic Management – obstacles- Digital transformation-Printing Firms- Management Information Systems