

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

**Prof. Mohamed Atya Elfarahaty**

**Professor of Printing Systems, Department of Printing and Publishing - Faculty of Applied Arts - Helwan University**

**Prof. Ramadan Abd-Elrahman Ramadan**

**Professor of Packaging Production Technology, Department of Printing, Publishing and Packaging - Faculty of Applied Arts - Helwan University**

**Designer. Kamil Edward Motawadea**

**Al Masry Al Youm newspaper press hose**

**[Kamilalmasry2015@gmail.com](mailto:Kamilalmasry2015@gmail.com)**

### **Abstract:**

The research aims to identify the most important obstacles that hinder the application of electronic management in public press institutions through the study of "obstacles to digital transformation and the use of electronic management and management information systems to raise the efficiency of public press firms ". The research problem lies in studying the reality and its problems before conducting the process of digital transformation and overcoming the problems and obstacles that hinder its applying in public press firms, which prevent the implementation of this new system and benefit from it. In view of the increasing progress in the use of modern technology and computer applications, where the use of electronic management became of high demand and indispensable necessity because of the positive results achieved towards improving performance in the public press firms and raise the importance of research competencies. The digital transformation process has become an urgent necessity and that it went to the state after the conversion of Port Said to a digital Governorate. Generalizing the application of that experience to the rest of the Republic. Solve the problem of planning and implementing electronic management programs efficiently and effectively, and develop the necessary solutions to overcome the obstacles which are facing the electronic management project. The researcher put the hypothesis that there are obstacles that prevent the completion of digital transformation process in public press firms. The researcher used the descriptive survey method, 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. By conducting an analysis of the internal environment (strengths, weaknesses) and analyzing the standard deviation ratio, a set of results, the most important of which are: financial constraints, high prices for some devices, electronic equipment and software, lack of financial allocations for training programs in the field of electronic management and management information systems, weak budgets allocated to design and develop programs and applications of Computer, administrative impediments, routine procedures delay the transformation towards electronic management, the absence of the necessary strategic planning for the transformation towards electronic management, the current organizational structures do not comply with the requirements of the application of electronic management. Obstacles related to human capabilities, the ambiguity of the concept of electronic

management for some of the administration's employees (subordinates), the presence of resistance from some workers to shift towards electronic management, for fear of losing their job positions, and the lack of accurate and integrated databases. The research recommended that the project should be supported by the top leaders in institutions financially and administratively, to provide it with an opportunity to continue and develop, to define a future vision, to set a specific time-bound strategic plan to ensure the success of the digital transformation process, and to benefit from successful and distinguished countries' experiences in the field of technology, private sector participation in investment and financing from improving the network and communication infrastructure, developing the information centers in the institutions and establishing an institute for training in modern technologies in each institution.

**Key Words:**

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

**Introduction:**

The modern era has viewed changes in various aspects of human life, the rapid technological developments and the advancement of means of communication and information technology have had a prominent role in these developments. Electronic methods, as the contemporary press institutions face in the present unprecedented and increasing challenges and pressures, which greatly affect their performance, so these challenges should be recognized, well understood and successfully and effectively addressed. Journalistic institutions must adopt and use the latest management methods to keep pace with technical developments and interact with the era of digital technology, and among these methods is the electronic management method that appeared recently as a contemporary term due to the increased use of computers and its networks and the information revolution in general. The electronic management technology offers many opportunities and benefits as it is a way to raise the efficiency of the institution and improve and develop its performance and reduce administrative burdens on it, and despite these opportunities to improve the performance in the institution, there are many obstacles that press organizations encounter in adopting and applying this modern technology and benefiting from it. The electronic management works to improve the quality of work performance in journalistic institutions through the use of modern electronic methods characterized by efficiency, effectiveness and speed in addition to its ability to confront and eliminate all the problems of traditional management. The philosophy of electronic management and its orientation differs from traditional management, since traditional organizational structures are considered restrictive of activities Innovation and these activities require open organizational structures, because openness guarantees a type of work flow and this flow is a necessary requirement of e-work demands. Therefore, it became necessary for departments and employees of press institutions to search for obstacles that prevent them from applying electronic management and benefiting from its tremendous effects.

**Problem statement:**

The research problem lies in studying the reality and its problems before conducting the digital transformation process (applying electronic management systems) by identifying the problems and obstacles that hinder its application in public press firms, which prevent the implementation of this new system and gain its benefits. In view of the increasing in the use of modern technology and computer applications. The automated role of using electronic management has become a requirement and an indispensable necessity for its positive results towards improving its performance and raising its competencies.

**Research objective:**

The research aims to identify the most important obstacles that hinder the application of electronic management in public press institutions through the study of "obstacles to digital transformation and the use of electronic management and management information systems to raise efficiency in public press firms."

**Research importance:**

The importance of the research highlights that awareness of decision makers with these constraints and a conviction of the importance of digital transformation help in developing strategic plans and appropriate practical solutions necessary to solve the problem of planning and implementing electronic management programs efficiently and effectively, and developing the necessary solutions to overcome them to overcome the obstacles facing the e-management project.

**Research ambits**

**Time Ambits:** took 6 months.

**Spatial Ambits:** Rose Al-Youssef, Al-Ahram, Al-Akhbar Al-Youm, Dar Al-Ma'arif, Dar Al-Tahrir, Dar Al-Shaab, affiliated to the National Distribution Company, Al-Masry Foundation for Press and Printing.

**Research Methodology and tools:**

The survey descriptive approach was used, and the questionnaire was used as a tool to collect information.

**Hypothesis**

There are obstacles preventing the completion of the process of complete digital transformation in public press firms.

**Practical Research Framework****Study Approach**

In view of defining the problem study, the researcher followed the descriptive analytical approach, which depends on polling through a study of the phenomenon that searches to determine the most important obstacles that stand in the way of the digital transformation and the use of electronic management and management information systems to raise efficiency in

public press institutions, their role in improving the performance of workers in it and thus raise the efficiency of the institution, as it is in reality, and was described accurately.

### Research Sample

Middle management in public press firms.

### Results

By analyzing results of the second independent variable: obstacles to applying electronic management systems and administrative information systems.

The second subordinate variable: the axis of obstacles to applying electronic management systems and management information systems,

Which includes (22) sub-phrases. This folk aims to identify the obstacles to the implementation of electronic management and its impact on raising the efficiency of press institutions.

- 1 The increase in the prices of some hardware, electronic equipment and software.
- 2 Weak awareness and conviction of some employees of the importance and feasibility of implementing electronic management.
- 3 Lack of financial allocations for training programs in the field of electronic management and management information systems.
- 4 Double the budgets allocated for the design and development of computer programs and applications.
- 5 Ambiguity of the concept of electronic management among some of the administration employees (subordinates).
- 6 Routine procedures delay the transition towards electronic management.
- 7 Absence of the strategic planning necessary for the process of transition to electronic management.
- 8 The electronic management application works to implement the tasks with transparency and clarity, which represents a handicap for some.
- 9 There is resistance from some workers to the shift towards electronic management, for fear of losing their job positions.
- 10 There are obstacles preventing the full application of electronic management and management information systems.
- 11 Weak monitoring and development of applied software.
- 12 The current organizational structures do not comply with the requirements of the electronic management application.
- 13 Shortage of human cadres specialized in electronic management applications.
- 14 Lack of accurate and integrated databases.
- 15 Shortage in the number of employees who specialize in operating and maintaining computers.
- 16 Weakness in the conviction and support of the Corporation's senior management for the electronic management project.
- 17 Ambiguity for the future vision of a shift towards electronic work.
- 18 Poor maintenance and follow-up of the devices.
- 19 Times the level of infrastructure needed to implement electronic management.
- 20 lack of technical capabilities.

21 Rapid changes in information technology and difficulty in managing it.

22 Ease of penetration of the institution's Internet.

### **Obstacles preventing the full application of electronic management and management information systems**

Varied between financial, administrative, and human-related constraints. Performing an analysis of the internal environment (strengths, weaknesses) through the results and analyzing the percentage of standard deviation, which indicates approval rates for terms and which represented weaknesses.

#### **The financial constraints were as follows:**

- 1 The increase in the prices of some hardware, electronic equipment and software.
- 2 Lack of financial allocations for training programs in the field of electronic management and management information systems.
- 3 Double the budgets allocated for the design and development of computer programs and applications.

#### **The administrative obstacles were as follows:**

- 1 Routine procedures delay the transition towards electronic management.
- 2 The absence of the strategic planning necessary for the process of transition to electronic management.
- 3 The electronic management application works to implement the tasks with transparency and clarity, which represents a handicap for some.
- 4 The current organizational structures do not comply with the requirements of electronic management application.
- 5 Poor follow-up and development of applied software.

#### **Obstacles related to human potential are as follows:**

- 1 Ambiguity of the concept of electronic management for some of the administration employees (subordinates).
- 2 Weak awareness and conviction of some employees of the importance and feasibility of implementing electronic management.
- 3 There is resistance from some workers to the shift towards electronic management, for fear of losing their job positions.
- 4 lack of specialized human cadres in electronic management applications.
- 5 Lack of accurate and integrated databases.
- 6 A decrease in the number of employees specialized in operating and maintaining computers.

#### **Comment on the results**

The financial requirements for the electronic management project differ in their type and size from the financial requirements needed to implement traditional management systems and methods, but most institutions suffer from a lack of material capabilities for such projects, and this matter is one of the most important obstacles facing the application of electronic management. This is because the e-management project is one of the huge projects that need a lot of money by providing all its requirements, in order to ensure its continuity and success and

achieving the desired goals; therefore, adequate funding must be provided for this project, from improving the level of infrastructure, providing the necessary hardware and tools, and electronic programs, and updating them from time to time, constantly training the human elements and working to remove all other obstacles that are affected by financial obstacles.

## Recommendations

- 1 Supporting the project by the higher leaderships in the institutions, financially and administratively, to provide it with the opportunity to continue and develop.
- 2 Defining a future vision and setting a time-limited strategic plan to ensure the success of the digital transformation process.
- 3 Spreading electronic awareness and benefiting from the successful and distinguished experiences of countries in the field of technology.
- 4 Participation of the private sector in investment and financing from the improvement of network and communications infrastructure.
- 5 Developing information centers in institutions and establishing an institute for training in modern technologies in each institution.
- 6 The necessity of keeping abreast of developments witnessed by the world in this field.
- 7 Reducing the routine procedures that delay the transition towards electronic management.
- 8 The necessity of changing the current organizational structures to comply with the requirements of the application of electronic management.
- 9 The need for the availability of human cadres specialized in electronic management applications.
- 10 The need for accurate and integrated databases.

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