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The Role of Organizational Information Systems in Enhancing the Competitiveness

(An Exploratory Study of the opinions of a sample Managers Management Higher and Middle of Al-Joud Complex for Agricultural Accessories of Al-Kefil Company the public for investments in Karbala)

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Abstract

The study aims to highlight the role of organizational information systems in their three dimensions (organization, management and information technology) in enhancing competitiveness in their dimensions (strategic advantage, tactical advantage and operational advantage). The study seeking to test the role of organizational information systems in enhancing competitiveness. In the study, the researcher reaches a number of conclusions by testing the four main hypotheses and subsections derived from them, analyzing and interpreting them using statistical methods, (SPSSV.23) indicates a significant correlation and positive effect with a statistically significant level between the dimensions of organizational information systems and of the organization's competitive capabilities. The organizational information systems have an effective role in achieving the ability Competitiveness of the complex, and the absence of significant signify can't differences between the generosity of agricultural complex requirements factories.

Keywords: Organizational Information Systems, Competitiveness, Al-Joud Agricultural Supplies Complex of Al-Kefil Public Investment Company in Karbala

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1.Introduction

In the modern business environment, new concepts have emerged among the researchers, academics and practitioners in the field of organizations according to their competitiveness in this world, which is characterized by short distances and multiple characteristics. It undergoes rapid transformations and qualitative leapfrogging in the light of globalization and a profound and rapid development at the information, technological and even economic levels. For the depth and speed of this development in the field of information systems and technology, managers should absorb large sums of data and convert those data into information and make conclusions about that information and make administrative decisions that lead to achieving the objectives.

Therefore, organizational information systems are considered reliable topics in the present and future because of their importance in the development of organizations, especially when the organization is facing a change in a particular situation that contains a problem that can not be solved by daily routine coping strategies. As well as the abundance of information and data before the decision-maker is very important as there is a close connection between the process of dealing with the effectiveness and efficiency of organizational information systems and the external competitiveness they take to deal with them Helps the development of information systems efficiently and quickly, the use of the organizational information system in the organization contributes to the formation of the competitiveness that he deems appropriate to deal with the development of organizations, which is related to the internal and external objective conditions and available facilities and information required and the selection of competitiveness shows the efficiency of dealing with, Through the provision of appropriate information and the speed required for the confrontation, to support their work by providing relevant information to make their decisions, and coincided those concerns with the radical transformations that the world witnessed towards the era of technology and The organizations need to develop, adopt and activate the work of organizational information systems in a serious, urgent and inevitable way if they want to increase their competitiveness and develop their performance, but become the only way to keep them, and their continuation in the economic markets, especially after the increasing trend Towards greater openness and globalization.

The research was carried out in Al-Joud Agricultural Supplies Complex of Al-Kefil Company for Public Investments in Karbala. It consists of four paragraphs (research). The first is the research methodology in terms of problem, importance, objectives, the default plan and the hypotheses. The second topic was devoted to the theoretical framework of the subject, Applied in this complex, and dealt with the fourth section of the conclusions and recommendations.

2.Methodology

2.1. The problem of Research:

In a world where changes are intertwined, changes are rapidly accelerating the spread of information, and the problems facing the organizations and administrative bodies are growing as a result of the developments in the work environment of these organizations, and taking into consideration the requirements of development and change, so our organizations must be managed in a good management manner, Which is burdened with many problems and obstacles, and moves them to an advanced stage that enables them to achieve the objectives and tasks for which they were found, and the importance of understanding organizational information systems by managers in decision-making organizations to conduct administrative processes in a meaningful and sound manner. In the course of the field visits and personal interviews conducted with department directors and units in the sample of the research sample, there is a desire to develop the competitive capabilities of the factory. Through the use and application of regulatory information systems.

: The problem of research can be explained by the following questions

1.What is the level of use of organizational information systems in the sample research complex?

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2.What is the level of competitiveness in the sample research complex?
3.What is the level of the relationship between the organizational information systems and the competitiveness of the research sample?
4.What is the role of organizational information systems dimensions in enhancing the competitiveness of the research sample?

2.2.The importance of Research:
The importance of the research is reflected in a number of paragraphs which can be summarized as follows:
1.To highlight the role of regulatory information systems in achieving the objectives of contemporary organizations, including industrial in particular.
2.Highlight the importance of the competitiveness of industrial organizations in developing the performance of their operations because of their impact on long-term survival and growth.
3.The scientific and practical importance of the subject, especially with the new transformations and modern trends towards organizational information systems and competitive capabilities and strengthen the benefit of organizations.
4.Demonstrate the importance of activating these two variables for managers in the factory and harnessing them to exploit their available resources in an optimal manner, so as to enhance their competitiveness in the market.

2.3.The Objectives Research:
In light of the problem and the importance of the research aims to identify the reality of organizational information systems in the complex and its role in enhancing competitiveness, and seeks to achieve a number of other goals, the most important of which are:
1.Description of the variables of organizational information systems and competitive capabilities in the research sample.
2.Analyzing the level of the relationship between them and the competitiveness in the research complex.
3.Try to highlight the reality of the application of the organizational information system in the sample research complex.
4.Clarifying the role of regulatory information systems in enhancing the competitiveness of the sample plant research.
5.Presenting suggestions and recommendations regarding the variables of the study in the light of the conclusions reached which could contribute to raising the level of performance of the factories of the compound and achieving its objectives.

2.4: Default Research Planner:
In the light of the problem of study, its importance and objectives, the researcher prepared the virtual scheme, which represents a set of logical relations that may be quantitative or how and collect the main features of the reality that the research is concerned between the variables and trends of influence, as illustrated in Figure (1):

2.4: Research hypotheses:
In order to achieve the objectives of the research, a set of hypotheses based on the two variables of independent research was developed as follows:
The first hypothesis:
There is a significant positive correlation between (0.05) between organizational information systems and competitive abilities.

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A. There was a significant positive correlation between (0.05) between the organization and competitiveness.
B. There was a significant positive correlation between (0.05) between management and competitiveness.
C. There is a significant positive correlation between (0.05) between IT and competitiveness.
The second hypothesis:
There was a significant positive effect relationship at (0.05) level between organizational information systems in competitiveness.
A. There is a significant positive correlation relationship at (0.05) between the organization dimension in competitiveness.
B. There was a significant positive effect relationship at (0.05) between management and competitiveness.
C. There was a significant positive effect relationship at (0.05) between the IT dimension in competitiveness.
The third hypothesis:
There is a significant effect at the level of (0.05) between the dimensions of organizational information systems in enhancing competitiveness.
The fourth hypothesis**:**
There are significant differences at (0.05) between the averages of the organizational information systems and the competitive capabilities between the factories in Al-Joud complex according to the nature of their production.
The following sub-assumptions emerge:
A. There are significant differences at the level of (0.05) between the averages of the organizational information systems between the factories in the complex according to the nature of production.
B. There are significant differences at the level of (0.05) between the averages of competitive capacities between the factories in the complex according to the nature of production.

3. Organizational Information Systems

3.1 Definition of organizational information systems:

Defined as" Is a computer-based system that can perform all the typical accounting functions for all organizational units in an integrated and consistent image".(Schell&Mcleod, 2007: 655) and defined" It is the information system that keeps pace with organizational developments and the use of information technology in accurate system, speed, storage and retrieval of information for all the organization's systems".(Ray J. Paul, 2010: 96) as " The information systems are at the organizational level and not at the individual level. They cover a wide range of activities, identify requirements, software and hardware, and manage relationships with IT providers".(Caldeira& Ward, 2012: 12) while we find the definition in another way" Information systems, the organizational role of a set of subsystems associated with a unified database, and the organization's ability to organize and interact among people, processes, data and technology. Consequently, organizational components reduce labor costs and help to draw common rules between These systems and Batali lead to the success of regulatory information business in a high and effective manner".(Curry& Marshall& Kawalek, 2014, 429) and defined" Information systems in the light of technological developments operating in the digital economy is the process of creating the phenomenon of flow which is a promising way among users of the systems within the organization and the reliability and validity of the presumed relations and the overall sense of people in the organization when they act with full participation".(Rissler& Nadj1& Adam, 2017, 1051). Where organizational information systems have a number of branches depending on the organization's activity, the nature of its work or the extent of its need for information. Organizational information systems can be seen as a subset of their subsystems, as in Figure (2) It is clear that there are clear lines separating the subsystems, but in

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reality there are no such lines that use much of what is in the same database, and these systems are considered as a whole system serving one another.
(Schell&Mcleod: 2009: 534)

3.2 The Importance of Organizational Information Systems:

The importance of organizational information systems led to the emergence of three modern trends in systems and organizations as follows: - (Cragg, etal, 2011: 353-354)

1.Increasing the influence of movement and information in modern industrial societies as well as increasing the influence of its employees in organizations.

2.The development of communication networks and microprocessors has resulted in the emergence of information systems based on the use of computers and communication networks.

3.Changes in information and in the technical methods required to operate them have led to a change in the concept and operation of information.

4.Its ability to improve the operations and performance of all types and sizes of organizations, as well as supporting the decision-making process and strengthening the cooperative work among the teams, which strengthens the competitive position of the organization in the market in which it operates.

He noted (Morocco, 2011: 33) the importance of information systems to all organizations, but their importance is clearly evident in large, complex organizations where they can achieve the following:

1.Enable management to make decisions on a rational basis by providing appropriate information in a timely manner.

Avoid administration mistakes in planning, organization and allocation of work.

.Contribute to the best investment of available data.3

4.Works to identify and measure the relationships between variables and their use in prediction.

5.Integrate marketing, production, finance and other specialized data into a complete management image.

6.Availability of information with minimal duplication where the information dissemination and dissemination unit is unified.

7.Minimize the time spent in making organizational decisions as only decision-making centers are sent to the decision-making centers.

8.Allows the use of electronic devices in the analysis, presentation and preservation of information.

3.3 Objectives of Organizational Information Systems:

Between, (Dhar,1998:423-429) and (Perry,2006: 39) found that regulatory information systems seek to achieve several objectives, including:

1.Obtaining a regulatory system for the organization:

Its aim is to integrate the organization's information systems in a structured context that helps to better utilize the qualitative accumulation of information within a unified data level. This meeting represents the most important development of information systems.

2.Supporting the activities and operations of the administration and organizations:

Organizational information systems play an essential role in achieving an integrated package of capabilities and benefits that directly support the organization's competitive strategies.

:3.Improved integration of the organization's internal processes

Internal integration of information flows within the organization to achieve greater information sharing and reorganization of roles, thereby reducing costs.

4.Connecting with customers and suppliers:

These systems narrow the spatial gap between the organization and its external partners and customers through the use of information systems based on communications technology to legislate their operations and save time, effort and cost.

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5.Providing information for the development of strategic objectives:
It provides internal and external information to the various administrative levels of the organizations and contributes to the development of strategic objectives.
:6.Supporting decision-making
These systems provide information that helps senior management and managers solve the problems facing business organizations, which are characterized by a high level of assurance of the result of planning in the distant future and ambiguous, which requires an integrated approach using most of the functional skills to deal with.

3.4 Dimension Of Organizational Information Systems:
First: Organization
Information systems are an integral part of organizations and without an information system that can not perform the functions of key business functions or specialized functions of "sales, marketing, manufacturing, production, finance, accounting, and human resources." (Kenneth, Jane, 2006: 21) He explained (Najjar, 2006: 6) that information systems are an integral part of the elements. The organizational structure usually arranges individuals at organizational levels that take the hierarchical form of management, professionals and professional staff and represents the base of organizational hierarchy of executive level.
Hierarchical business organizations consist of three main levels: senior management, middle management, operational management and information systems serving all these levels. (Kenneth, Jane, 2014:49)
In addition, we find that in most organizations, a set of systems, functional systems are formed through the collection of similar activities, which represent the work of the functions of the organization. It is one of the subsystems of organizational information systems that are integrated to achieve the general objective of the organization. Other functions will not achieve these goals ".(Al-Tai, 2002: 168)
Here, the functional information systems will be mentioned in a simplified way:

1. Systems: 1.Marketing Information
The marketing information system is one of the most important information systems in the organization. This system provides the marketing department of the organization with the necessary information to make important marketing decisions (Yassin, 2012: 78). In other words, the marketing information subsystem is based on the concept of marketing mix, It also produces information related to the marketing and sales activities of the organization, which provides planning and presentation of the necessary information for decisions in the field of marketing and identify the needs of consumers of products and services and develop them to meet the needs of consumers and helps to promote these Products and services and the development of consumer support constantly. (Najjar, 2007: 6).

2. Operation Information Systems:
Operation Information Systems (OIS)" is a computer system that processes" operational management and management of the organizational information system with structured, accurate and accurate information on the natural flow of operations, materials, products and all the basic activities related to the planning and control of logistics operations, production, storage and transport (Yassin, 2012: 79)
Some books call "production processes systems", a system that provides:
A. Information related to planning, production development, production scheduling and services.
B. Information concerning the control of the flow of products and services.
C. There are a number of manufacturing and production systems that help control machines, plan production, and secure other on-site facilities. (Kundali, Janabi, 2013: 92)

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3. **Human Resources Information System:**
The Human Resources Information System (HRIS) is a computer-based information system that is responsible for managing the organization's workforce. These systems support all activities such as payroll, personnel records, training programs and skills and serve all administrative levels of the organization ".(R.Shipsey, 2010: 21)
(Kenneth, Jane:2006:102) is the system responsible for attracting, developing and maintaining the organization's workforce. These systems support various HR activities, such as staff records and training programs, maintaining full records of existing staff, and identifying and developing staff talent and skills programs.
The core functions of the Human Resources Information System can be mentioned:
1.Meet the human resources management needs of the information you need about all the personnel involved and plan, organize and direct the activities and operations of this department.
2.Provide the Department with comprehensive and accurate information on human resources management, including the provision of information reports containing analytical indicators of the performance of the staff of the Organization.
3.The human information system includes a package of subsystems such as recruitment, recruitment and motivation of employees, training, wages and incentives, employee evaluation and other functions (Abd Rabba, 2013: 65)

4. Financial and Accounting Information Systems:
The subsystem of financial and accounting information is one of the most important information systems in business organizations where all organizations share a certain form of this system. (Yassin, 2012: 83), known by (Kundalji, Janabi, 2013: 98) are "systems that help follow the work of Accounts Receivable, Analysis of Securities, Commercial Papers, Budgeting and Profit Planning, "they note, are" systems organized in electronic form for the production of financial statements and can be accessed immediately to assist in financial records such as receipts, Consumption, salaries, etc

Second: Management:
The real part of the responsibility of management is to secure the leadership of the business with new information and knowledge. Hence, information systems play a strong role in the reorientation and design of organizations. The functions of management are elements of the administrative process and help managers to design and deliver new products and services and reorient and redesign their organizations. Administrative role in different administrative levels. (Kenneth, Jane, 2014: 50)
Information systems play a key role in helping them achieve management objectives. They reflect the hopes, objectives and motivations of managers, and the role management plays in recognizing competitive challenges and developing organizational strategies to address these challenges. The most important of these systems are the Senior Management Support Systems, This research, focus on and be satisfied as information systems combining the advantages of management information systems and decision support systems. (R. Shipsey, 2010: 10)

Executive Support Systems:
The concept of management support systems (MIS) is the system that serves these managers at the higher levels of organization and who have a strong influence on the organization and responsible for the strategic planning of the organization, which provides internal information on the current performance of different functions as well as information on the external environment. (Metwally, 2000: 365)
(Sultan, 2005: 5) "is one of the means to assist senior management that is designed to support managers who hold senior managerial positions in organizations and who have a significant impact on the policies,

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plans and strategies of the organization and deal with decisions that play an important and influential role in the external environment Take".

Third:Information Technology:

Information Technology: One of the most important tools used by managers to meet challenges, both in hardware hard ware (Computer Hardware) to complete the activity of input, processing, output, or in computer software (Computer Software), which consists of the following: computer processing unit, various inputs, Storage, and physical media to connect these devices together that monitor and interact with hardware in the information system. Storage Technology includes the physical media for storing data. Where knowledge is a source of strength for me More than ever, information and information technology are used to gain competitive advantage. Information technology is part of the regulatory information system that deals with planning and management development. Information technology is a computer-based tool used by people to handle and support information, Information for any organization. (Cummings & Haag 2007: 4)

4. The Competitive Capabilities:

4.1 Concept of Competitiveness:

Clarify (Wang H., 2014,33) Competitiveness is "what an organization develops or acquires a set of attributes or performs actions that allow it to outperform its competitors"

said (Sachitra,2016:4) " The organization's ability to survive and thrive in the long term through outstanding economic performance and excellence requires maintaining and developing competitive advantage" (Karinki,2017: 42) identifies them as "the capabilities of the organization to enable them to design a differentiation of their products and services that outweigh competitors' products through price, quality, technological progress" and "capabilities" is a combination of the expertise, The production of goods and services and some researchers are called capacity or capacity".

4.2 Dimensions of competitiveness an perspective from information systems:

The organization's ability to survive, stay, adapt and move from the center to the challenger is the leader organization that adopts the creation of the competitive advantages that are able to generate the highest returns through the building of competitive capabilities. The organization that excels is the one that understands the true basis of competition. That changes in the future, so it is necessary to know these advantages and their importance to the organizations are (the strategy of the organization, strategy, functional area, operational level strategy). (League, 2005: 120).

(Morsi,2006: 65) showed that competitiveness can be achieved under three main administrative levels that correspond to the levels of information systems in organizations as follows: (strategic advantage, tactical advantage, operational advantage) and through the format Figure (3):

4.2.1: The Strategic advantage:

The concept of strategic advantage occupies the interest of researchers in the field of strategic management, business economics and public policies, in terms of how to achieve and levels of application both at the level of organizations or the state or industry under the level of senior management where there are plans to achieve the advantage through strategic guidance in ways better than competitors (Campbell, 2001: 27)

He pointed to it (Hayrish, 2011: 54)"These capabilities or features enable the organization to develop a competitive advantage, which can be diagnosed by the organization. It can be relied upon to build competitive advantage and to compete in competition, and does not care about threshold capabilities, (Capacities that allow the domain or sector to cross the threshold for entry into competition). (Martínez et al., 2012: 293) The strategic advantage is "strategic planning or planning based on strategic competitive

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characteristics" or "the advantage or capacity of the organization to plan capabilities in a manner that is commensurate with its characteristics to provide services and unique or distinctive industries or provide Strategic plans"

He explained (Gill,2015:96-98) the strategic advantage as "the knowledge of senior management to build plans and expand business through a high-tech environment by developing programs and techniques on how to perform the work of the organization efficiently and distinctly", or "the official long-term plan directed by senior management This flexible (strategic) capacity and the use of flexibility, which is a source of competitive advantage for this organization".

The researcher pointed out that "it is the advantage that the organization has the resources and skills in the specific development and implementation of the strategy".

Through the above concepts of strategic advantage, we find that one of the cornerstones of this feature is strategic planning, so will be clarified and understand strategic planning and its role in achieving strategic advantage.

Strategic Planning:-

Planning has become increasingly important in the modern era. It has become more and more frequent. The use of the term "strategic planning" has become increasingly common in this era. There are many challenges and variables. Strategic planning is one of the important elements of strategic management. In the preparation of organizations, their size and the high level of competition, the need to develop strategies and use them through strategic planning to enhance competitiveness has emerged. Strategic planning seeks to:

1.Analyze available options for the organization by identifying trends, opportunities and threats.

2.Identify areas in which the ability to "Market Breakth" or "Creatives" can help to make fundamental changes to goals, strategies, and methods (Tyson & York, 2000: 81)

4.2.2Tactical advantage

(Mustafa,2004: 97-147) explained that tactics "are medium-term activities used to implement strategies and are more specific than the strategy and provide guidance for the actual implementation of operations, which requires more detailed and specific plans and short-term decisions to achieve the objectives".

(Gill, 2015: 98) is defined as "the advantage of how tactical plans and financial budgets are developed by department heads and functions in the organization and directed to the lowest level through guidance and incentives for workers".

The tactical advantage "is the ability possessed by the middle management, which is the tactical level in the organization, which distinguish them in performance and through which such as the existence of information systems and technology and competitiveness through them".

Tactical plans**:-**

Unlike strategic planning with a wide range and extended time horizon, tactical planning is medium in terms of scope and time frame. On the other hand, tactical planning tends to focus on people and actions in the sense that it is concerned with how to implement the previous strategic plans, Specific materials and time constraints, and are primarily responsible for the middle management (Sharif, 2001: 138)

And knew (Sharif, Muslim, 2007: 146) Tactical planning is "closer to the implementation stage, and will achieve a high percentage of the success of the master plan, and tactical plans are usually formulated for specific purposes and for a limited period of time, according to the variables in front of the port," covering the tactical planning A short period of time, usually focused on the distribution of diverse resources in the organization to achieve the objectives in detail.

-Budgets:

Garrison referred to it as "a detailed plan for the use of resources and others in a future period, a plan for the future that has been formally expressed." (Garrison, 2003: 418)

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(Atkinson, et.al., 2004: 400) defined it as a "quantitative expression of the inflows and outflows which illustrate the organization's operating plan to achieve the financial objectives of the Organization." It was also defined as a "financial plan that specifies the resources required to implement the various activities A period of time to come. ".(Juma'a, Others, 2001: 195)

4.2.3Operationa advantage:

(Hopman & Author 10: 2014) is "all the activities and processes performed by the staff of the plan that have been developed by the upper and middle administrations and focuses on the day-to-day operations performed by the employees in terms of implementation capabilities to deliver distinctive outputs industrial or services".

(Al-Azzawi, 2005: 7-8) "It is a set of competitive priorities of quality, delivery speed, flexibility and low cost that enable organizations to measure their operational performance"

Also (Aishawi, 2006: 9)The operational advantage is "the desired outcome of the organization, the ability of the organization to define its objectives".

The researcher can discuss how to carry out the operations through the implementation of these plans by the individuals involved through the strategic implementation of the organization.

Strategic implementation: -

The strategic implementation process is different in its attempt to determine its intellectual content and its practical implications. The strategic implementation processes represent the next stage, which follows the strategy formulation process within the strategic management processes (Habtoor 2004: 324)

(Macmillan & Tampoe, 2000: 146) "The process of developing the Strategic Plan in order to achieve the desired results".

5. Analysis of the correlation between the dimensions of organizational information systems and the removal of competitiveness:

First: The hypothesis of the first research hypothesis: which states (there is a significant positive correlation relationship at level (0.05) between the Organizational information systems and competitiveness)

The correlation coefficient between organizational information systems and competitive capabilities (0.663 **) at the level of significance (0.000). This means that there is a correlation relationship at a good and significant level indicating that the organizational information systems have an effective role in achieving the competitiveness of the factories. Within the complex of food.

A. Sub-hypothesis test (A), which states: There is a significant positive correlation relationship at level (0.05) between the organization dimension and competitive capacity

The coefficient of correlation between the Organization dimension and the competitive capacity (0.707 **) at the level of significance (0.000). This means that there is a correlation relationship at a good level and significant significance between the Organization and the competitive capabilities. This means that the higher the organization's performance than the optimal utilization of its human resources, To an increase in competitiveness.

B. Sub-Hypothesis test (B), which states: There is a significant positive correlation relationship at level (0.05) between management and competitiveness.

The coefficient of correlation between the post-administration and competitive capacity (0.244) at the level of significance (0.081) is greater than the level of significance at (0.05). This means rejecting the alternative hypothesis and accepting the hypothesis of nothingness (ie, there is no positive relationship of significant significance at level (0.05) After management and competitiveness).

C. Sub-Hypothesis test (c), which states: There is a significant positive correlation relationship at level (0.05) between the dimension of information technology and competitiveness

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The correlation coefficient between IT dimension and competitive capacity (0.784 **) at the level of significance (0.000). This means that there is a correlation relationship with a good level and significant significance, which indicates that after the information technology has an important and effective role in achieving the competitiveness of the factories Within Al Joud Complex.

6.Test and analyze the effect between the search variables:

The main influence hypothesis was that there was a positive effect relationship of significant significance at (0.05) between the dimensions of the organizational information systems in competitiveness. They will be investigated according to the simple linear regression equation As follows:

$= Y\ a + \beta 1X1 + e$

)I) is a function of the true value of the dimensions of the organizational information systems (X1, X2, X3). The estimates of these values and their statistical indicators were calculated at the level of the 52-person research sample The study sample will be analyzed and the levels of influence between the variables will be analyzed as follows:

The statistical indicators shown in Table (2) were used to show the results.

A. Test Hypothesis (a):

In order to test the hypothesis that is provided for the following (there is a positive effect relationship of significant significance at level (0.05) between the Organization after the competitiveness).

A. The value of (F) calculated for the Organization's dimension of competitiveness (5.048). Which is greater than the value (F) of the scale (4.03) at the level of significance (0.05) and therefore accept the hypothesis and this means there is a significant impact of the Organization's dimension of competitiveness at the level of significance (5%).

B. The value of the coefficient (^2R) of 0.499 indicates that after the organization, 50% of the variables in the competitiveness are explained. The remaining 50% is related to other variables not included in the research model.

C. It is evident from the value of 0.150 that the increase of the Organization dimension by one unit will lead to an increase in competitiveness by (15%).

D. The value of constant (a) in equation (3.504), meaning that when the organization is equal to zero, the competitive capacity will not be less than this value.

B. Test Sub-Hypothesis (b):

In order to test the hypothesis that provided for the following (there is a positive effect relationship of significant significance at level (0.05) between post-management in competitiveness).

The value of (F) calculated for the administration dimension in competitiveness (3.168). Which is smaller than the value (F) of the scale (4.03) with a value of the level of significance (0.081), which is greater than the level of significance at (0.05) and therefore we reject the alternative hypothesis and accept the hypothesis of nothingness (no positive relationship of significant significance at the level) 0.05 after management in competitive capacity at a level of significance (5%), ie, with confidence (95%).

C. Test Sub-Hypothesis (c):

In order to test a hypothesis which states that there is a positive effect relationship with a significant significance at (0.05) between the dimension of information technology in competitiveness.

a. The value of (F) calculated for the IT dimension in competitiveness (21,915). Which is greater than the value (F) of the scale (4.03) at the level of significance (0.05) and therefore accept the hypothesis and this means that there is a significant effect of the dimension of information technology in competitiveness at the level of significance (5%)

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B. The value of the RR (0.615) indicates that after IT, (62%) of the variables in competitiveness are explained, while the remaining 38% is related to other variables not included in the research model.
.
C. It is evident from the value of the slope coefficient (β) of (0.197) that increasing the dimension of information technology by one unit will increase the competitiveness of the company by (20%).
D. The value of constant (a) in equation (3.371), when IT is equal to zero, the competitive capacity will not be less than this value.

6. Test the Third Hypothesis:
Test and analyze the impact of organizational information systems dimensions in enhancing competitiveness:
This aspect is concerned with testing hypotheses of the impact of the role dimensions of regulatory information systems combined in enhancing competitiveness. For the purpose of determining the possibility of judgment by acceptance or rejection. The third main impact hypothesis, which states: "There is a significant effect at (0.05) between the dimensions of organizational information systems in enhancing competitiveness".They will be investigated according to the multiple linear regression equation. As follows:

$$= Y\ a + \beta 1X1 + \beta\ 2X2 + \beta\ 3X3 + e$$

(A) Constant represents the amount of the constant and this relationship means that the competitiveness (Y) is a function of the true value of the dimensions of the organizational information systems (X3, X2, X1). The estimates of these values and their statistical indicators were calculated at the level of the sample (52) The levels of influence between the dimensions of the three organizational information systems (post-organization, post-management, post-IT) will be analyzed in the competitive ability to stop the dimensions with effective effect. The non-influencing dimensions will be deleted using the Stepwise method as shown in Table (3).

Table (3) shows the following:
A. That the calculated F value of the estimated model was (10.595). Which is greater than the value (F) of the scale (2.79) at the level of significance (0.05) and therefore accept the hypothesis and this means (there is a significant effect between the dimensions of the role of regulatory information systems in enhancing competitiveness) at the level of significance (5%) With confidence (95%).
B. (55%) of the changes in the response variable (competitiveness) and the remaining (45%) is due to the value of the coefficient of determination (^2R) of 0.553. Other variables not included in the research model.
C. It is apparent from the value of the marginal coefficient of the Organization dimension (β1) of 0.051 that the increase in the dimension of the organization by one unit will lead to an increase in the (competitiveness) axis by (5%) and is shown by the marginal slope coefficient of the administration dimension (β2) (0.190) indicates that an increase after management by one unit will result in an increase in the competitiveness (19%). The information technology (β3) slope of (0.344) (34%).
Dr. Using the Stepwise method of testing the variables and after deleting the insignificant variables it is clear that the model in the end depends on two dimensions (Information Technology and Management). The calculated value of (F) of the new model (16.085) is greater than the value of F (2.79) at a level of significance (0.05), with a confidence level (95%). The model can be expressed in the final form as follows:

$$= Y\ 3.611 + 0.333X3 + 0.220X2$$

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)54 (%of changes in the responsive variable (competitiveness), while the remaining 46% Related to other variables not included in the research model. The post-management bias (β2) of 0.220 shows that an increase in post-management by one unit will result in an increase of (22%) in the (competitiveness) axis, and can be seen through the marginal slope of the information technology dimension (β3) (0.333) that an increase in information technology by one unit will lead to an increase in the (competitiveness) axis by (33%).

7. Test the Fourth Hypothesis:

A Test The Sub-hypothesis: which stated that (there are differences of significant significance at (0.05) between the averages of the organizational information systems between the factories in the complex according to the nature of the production).

The value of F is that the test is not significant and therefore there is no need to use post hoc comparisons, and the comparison is meant to compare the answers of the managers in the factory with the rest of the answers of other factory workers to find the difference between the factories on the basis of averages and at the level of significance (0.05).

B. Test The Sub-hypothesis:

There are differences of significant significance at (0.05) between the averages of competitiveness between factories in Al-Joud compound according to the nature of their production:

.183 0 ,which is smaller than the periodic value of (2.56) at the level of (0.907) which is greater than the level of significance (0.05). Based on this, we reject the alternative hypothesis and accept the null hypothesis. This means that there are no significant differences between The average competitiveness of the factories in Al-Joud complex according to the nature of their production at a level of significance (5%), with confidence level (95).

8. Conclusions and Recommendations:

8.1: Conclusions

Through the results of practical application, the research reached a set of conclusions as follows:

1.The complex shows the search for a strong correlation between the dimensions of organizational information systems and competitive capabilities if the organization, management and information technology in the complex respond to the competitive capabilities through the existence of supportive communication systems and good where the information technology emerged stronger link relationship, indicating that it has a role Important and effective in achieving the competitiveness of the factories sample research within the complex of good.

2.The research sample shows that IT has a strong and influential impact on enhancing competitiveness than other dimensions of organized organizational and management information systems. This shows that the impact of increasing the efficiency of information technology (62%) to develop its competitiveness within the research model.

3.The study sample found a significant effect between the level of all the dimensions of the organizational information systems in enhancing competitiveness. This indicates that the organization, management and information technology had an impact in terms of increasing the competitiveness of the factories. % And ensure the proportion of its progress by increasing the proportion of production.

4.Recently, no significant differences were found between the averages of the establishments. The research sample on the organizational information systems through the answers of the managers in the different factories fertilizer production plant, animal feed production plant, pesticide production plant, This indicates that the sample selected from different factories was consistent with the importance of

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organizational information systems in improving the work and developing it to improve the industrial reality of the complex.

8.2: Recommendations

1.To subject all managers at all administrative levels to intensive training courses specialized in computer.

2.Involving experienced and efficient employees in the research sample, solving work problems, participating in strategic decision-making, defining competitive strategic models, and employing them in important positions in this specialization.

3.The formation of teams of people with knowledge contribute to the development of the strategy of the organization, especially the development of strategic plans and tactical plans.

4.Establishment of a section called the Organizational Information Systems Division whose task is to monitor internal and external environmental changes and to provide important information to managers in a timely manner so that they can better manage their organization's strategies.

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Table(1) shows the links between the dimensions of organizational information systems and competitiveness

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Significance	**Value (z) Tabulated**	**Value (z) calculated**	**value correlation**	competitiveness	**Dimensions of organizational information systems**
incorporal	**1.96**	11.146	0.707**	**correlation**	**the organization**
		0.000		**Sig**	
no incorporal		1.435	0.244	**correlation**	**Management**
		0.081		**Sig**	
incorporal		13.353	0.784**	**correlation**	**Information Technology**
		0.000		**Sig**	
incorporal		10.096	0.663**	**correlation**	**organizational information systems**
		0.000		**Sig**	

.**Correlation is significant at the 0.01 level 2-tailed

.*Correlation is significant at the 0.05 level 2-tailed

Source: by the researcher based on the results of the statistical program (SPSS V.23).

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Table (2) Analysis of the dimensions of organizational information systems in competitiveness

Source: by the researcher based on the results of the statistical program (SPSS V.23).

Table (2) Analysis of the dimensions of organizational information systems in competitiveness								
Significance	Sig	Calculated value (t)	Calculated value (F)	The value of the marginal inclination coefficient (β)	The marginal slope coefficient value (a)	Selection factor (R2)	Certified variable	Dimensions of organizational information systems
incorporal	0.029	2.247	5.048	0.150	3.504	0.499	competitiveness	the organization
no incorporal	0.081	1780	3.178	0.110	3.647	0.062		Management
incorporal	0.000	4.681	21.915	0.197	3.371	0.615		Information Technology
incorporal	0.003	3.171	10.058	0.186	3.335	0.439		organizational information systems

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Table (3) the results of the impact of dimensions of the role of organizational information systems in enhancing the competitiveness of using multiple linear regression

Table (3) the results of the impact of the regulatory dimensions of the role of information systems in enhancing the competitiveness of using multiple linear regression								
Level of significance)0.05(	Sig	value Calculated F	value selection factor R2	Value after Information Technology B3	Value after Administration B2	Values After the organization B1	Fixed value	Explanatory variables
There is an effect	0.000	10.595	0.553	0.344	0.190	0.051	3.644	The model is a full complement to the role of organizational information systems in enhancing competitiveness
There is an effect	0.000	16.085	0.541	0.333	0.220	--	3.611	The final model using Stepwise After deleting the variables are not significant

Moral variables (management, information technology)

Non-significant variables (organization)

Source: by the researcher based on the results of the statistical program (SPSS V.23).

Table (4) shows the statistical indicators of the organizational information systems between the factories in the complex according to the nature of production

Table (4) shows the statistical indicators of the organizational information systems between the factories in the complex according to the nature of production						
Domain	**Manufacture**	**Repetition**	**Arithmetic mean**	**standard deviation**	**Test F**	**Sig F**
Organizational information systems	**Manufacture Agricultural Fertilizer Production Plant**	15	4.1044	0.46135	0.492	0.690
	Manufacture Production of dietary supplements for animal production plant	14	4.0827	0.46907		
	Manufacture the production of pesticides and biological fertilizers	11	4.1015	0.60447		
	Manufacture of household and industrial detergents	12	4.2979	0.51100		
	Total	52	4.1426	0.49993		

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Source: by the researcher based on the results of the statistical program (SPSS V.23).

Table (5) shows the statistical indicators of competitiveness between the factories in the complex according to the nature of production

Table (5) shows the statistical indicators of competitiveness between the factories in the complex according to the nature of production						
Domain	**Manufacture**	**Repetition**	**Arithmetic mean**	**standard deviation**	**Test F**	**Sig F**
Competitiveness	**Manufacture Agricultural Fertilizer Production Plant**	15	4.1011	0.23875	0.183	0.907
	Manufacture Production of dietary supplements for animal production plant	14	4.0893	0.24105		
	Manufacture the production of pesticides and biological fertilizers	11	4.0909	0.23983		
	Manufacture of household and industrial detergents	12	4.1500	0.20962		
	Total	52	4.1071	0.22760		

Source: by the researcher based on the results of the statistical program (SPSS V.23).

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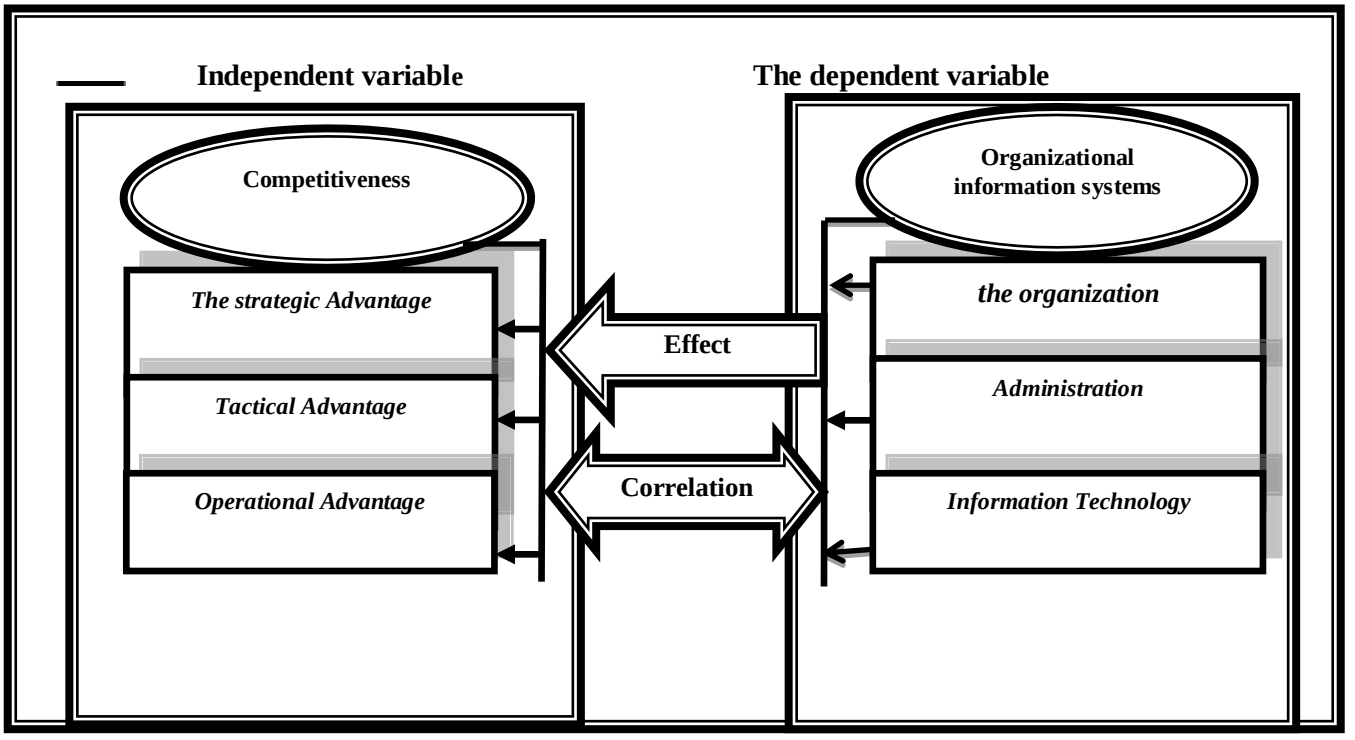


Figure (1) The default search schema

Source: Prepared by the researcher

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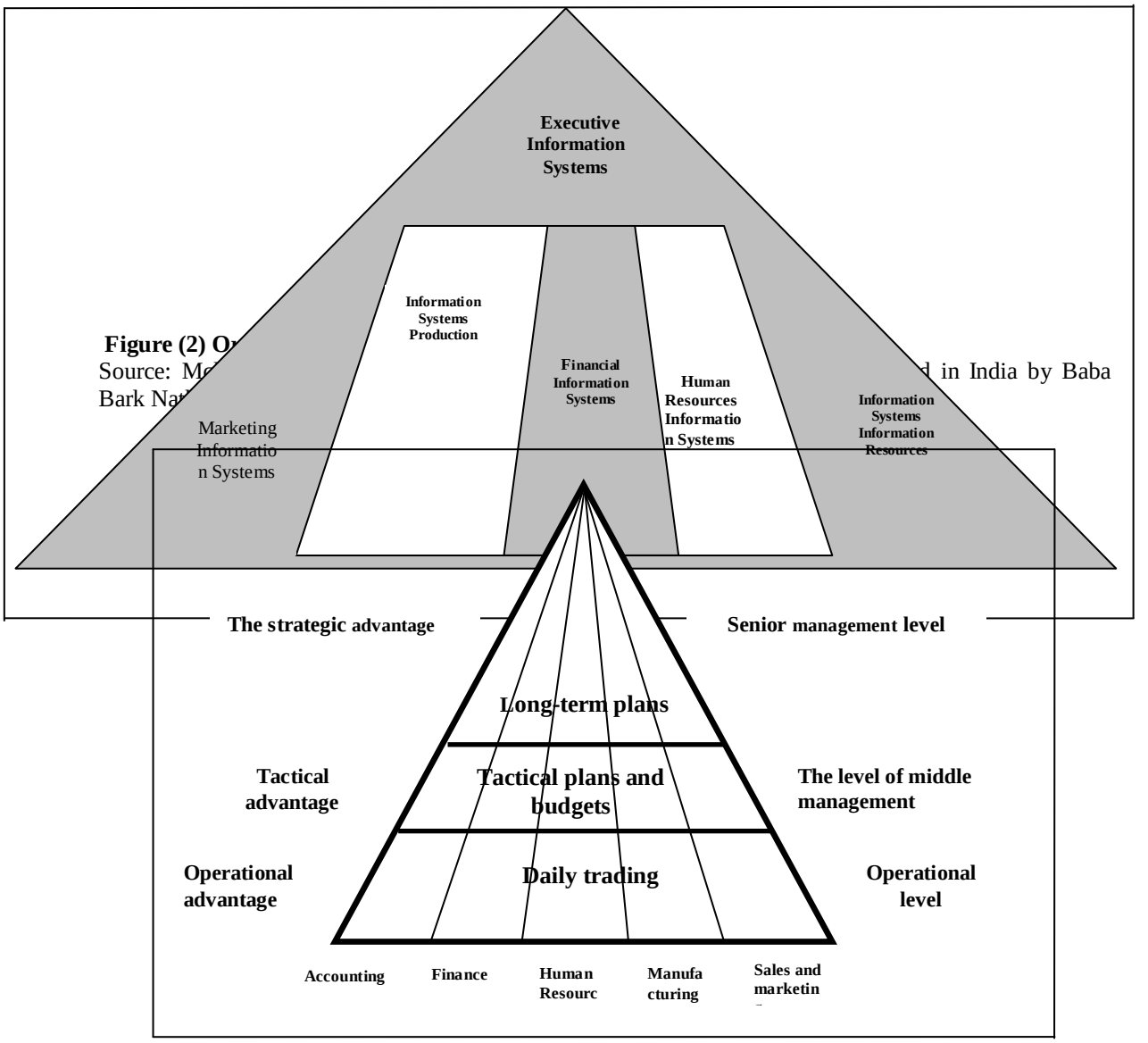


Figure (2) O
Source: M d in India by Baba Bark Na

Figure (3) shows the dimensions of competitiveness according to the administrative level
Source: Morsi, Nabil Mohamed, "Administrative Information Systems Computer - Communication - Networks - Internet - Databases - Analysis - Evaluation - Monitoring - Live Images,.
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