GALAXY INTERNATIONAL INTERDISCIPLINARY RESEARCH JOURNAL (GIIRJ)
ISSN (E): 2347-6915
Vol. 11, Issue 2, Feb. (2023)

THE REALITY OF PRACTICING THE TECHNOLOGY STRATEGY OF THE MANAGEMENT INFORMATION SYSTEM AMONG THE HEADS OF STUDENT ACTIVITIES DEPARTMENTS IN CENTRAL AND SOUTHERN IRAQI PUBLIC UNIVERSITIES FROM THEIR POINT OF VIEW

Assist Prof. Dr. Rawia Abdulfatah Atoof Mohammed
Iraq, University of Mustansaryia
Rawiaatof1972@gmail.com

ABSTRACT

The importance of the research lies in the fact that the concept of information management technology strategy is one of the important and modern topics in order to keep pace with the change in all fields, which is necessary to continue to keep pace with the rapid development and change that the world is witnessing in all forms of life and to achieve its strategic goals and enhance the technological field. The administrative information of the heads of departments of student activities in central and southern Iraqi public universities from their point of view. Student activities in Iraqi public universities from their point of view, and the human field was the heads of student activities departments in the middle and south of Iraqi public universities, and the temporal field of research was between 1/10/2022 - 15/1/2023. Iraqi and used the descriptive survey method, and it was The community and the research sample represented by the heads of departments of student activities in Iraqi public universities, and the research sample was chosen by the intentional method, and their total number is (16) from the heads of departments of student activities in central and southern Iraqi governmental universities, which represented the research sample, and the main sample of the experiment was (10) of the heads of departments of activities students in central and southern Iraqi public universities, and the exploratory experiment was (6) of the heads of student activities departments in central and southern Iraqi public universities. And the south of the Iraqi governmental university paid great attention to the requirements of technology in all its dimensions, represented by its axes (strategic planning, efficiency of information technology, skill and experience of human resources), and the recommendations were the need to emphasize the heads of departments of student activities in Iraqi public universities to work with the concept of technology as a system that enhances their ability To achieve the goal of Arab universities and thus achieve the desired goal.

Keywords: technology, strategy.

DEFINITION OF SEARCH:

1-1 Introduction and the importance of research:

The field of information and knowledge management technology is one of the vital and effective fields in all institutions, regardless of their exercises and activities. As a result of the development witnessed in the current era and in response to change in all fields of life, it has led to an increase in information in a more complex way, which has led to an increase in large competitions between educational institutions. One of the vital and distinctive topics, and to keep pace with the rapid change in all areas of life and to catch up with the overwhelming

technological revolution, which is a necessity of its continuous updating in order to achieve the planned strategic goals and enhance its technological advantage, and the information management strategy and its dimensions (strategic planning, information technology efficiency, skill and experience of human resources) contributed A quantum leap at the strategic level in a significant way, because of the little effort and short time it provides in obtaining information and data, which works to achieve goals in light of the contemporary environment that is characterized by intense competition in educational institutions, especially the student activities departments in Iraqi universities, which have become in dire need of Affirmation and action, They understand information management technology, because it is the basic requirement on which the success of educational institutions depends, and in particular in the student activities departments in Iraqi universities. The importance of the research lies in assisting the technology strategy of the heads of student activities departments in Iraqi universities to develop their information and capabilities with an easy strategy for the transition from the information age to the knowledge age, which is an important source of work inside and outside the institution, and this source has the ability to extend and support the business and activities that are related to it. With rapid operations and capabilities" (Al-Hadrawy and Al-Ali: 2012: 278) in achieving the desired goals and keeping pace with the continuation of engineering strategies for the administrative hierarchy. Therefore, the researcher sought to study the reality of the practice of the technology strategy of the administrative information system among the heads of student activities departments in Iraqi public universities from their point of view, which has an important role In achieving the goals set by the heads of departments of student activities in Iraqi universities.

1-2 Research problem:

Technology has an important role in the work of institutions by providing information and scenarios electronically and providing information systems. The research problem is what (the reality of the practice of technology management information system among the heads of student activities departments in Iraqi public universities from their point of view)

1-3 Research objectives:-

1- Preparing a questionnaire about the reality of the practice of the management information system technology strategy among the heads of student activities departments in central and southern Iraqi public universities from their point of view.
2- Identifying the reality of the practice of the management information system technology strategy among the heads of student activities departments in central and southern Iraqi public universities from their point of view.

2- RESEARCH METHODOLOGY AND FIELD PROCEDURES

2-1 Research Methodology:

In the field of scientific research, the selection of the research methodology to solve the problem is based on the nature of the problem, so the descriptive approach was adopted using the survey method to solve the problem.

2-2 The community and the research sample:

The research community was identified from all heads of student activities departments in central and southern Iraqi public universities, as they are primarily concerned with the subject of the research. The research sample was chosen by the intentional method, and the number of the research sample is (16) from the heads of student activities departments in the central and southern Iraqi public universities, and they constitute the entire study community by 100%, as they underwent the main experiment (10) managers. (6) managers from outside the main experiment were subjected to participation in the exploratory experiment. See (1).

Table (1) It shows the research community in each college, the number of the research sample, and the exploratory experience

S	Names of faculties of physical education and sports sciences for public universities in central and southern Iraq	Research community	Exploratory sample	Research sample
1	Department of Student Activities at the University of Baghdad	1	1	
2	Department of Student Activities at Mustansiriya University	1	1	
3	Department of Student Activities at Diyala University	1	1	
4	Department of Student Activities at the University of Babylon	1	1	
5	Student Activities Department at Kufa University	1	1	
6	Student Activities Department at Karbala University	1	1	
7	Student Activities Department at Anbar University	1		1
8	Department of Student Activities at Salahaddin University	1		1
9	Department of Student Activities at the University of Mosul	1		1
10	Student Activities Department at Wasit University	1		1
11	Student Activities Department at Kirkuk University	1		1
12	Student Activities Department at Al-Qadisiyah University	1		1
13	Student Activities Department at Dhi Qar University	1		1
14	Student Activities Department at Al-Muthanna University	1		1
15	Department of Student Activities at Maysan University	1		1
16	Student Activities Department at Basra University	1		1
the total		16	6	10

Scale: - The scale is one of the most common and used research tools among educational researchers. The scale is suitable for multiple purposes, such as collecting data related to facts and information from the sample using attitude scales or assessment scales ... etc. (Al-Kilani and Al-Sharifin: 2011: 103) as the researchers sought to prepare A measure of the research variable, which is (a measure of the technology strategy of the management information system, which is represented by the fields (strategic planning 7 phrases), (information technology efficiency 6 phrases) and (skill and experience of human resources 8 phrases) See (2)
Presentation and analysis of the results of the measure of the technology strategy of the management information system

Table (2) Shows the number of all domains and expressions of the MIS technology scale

S	domains	number of phrases
1	Strategic Planning	7
2	IT efficiency	6
3	Skill and experience of human resources	8
the total		21

The scale was presented by the researcher to a number of specialized gentlemen, and they were (5) experts in the field of sports administration, appendix (2), in order to know the appropriateness of the expressions for the used scale. And through the researcher's presentation to the experts to indicate the extent to which the phrases and domains are appropriate for the scale under implementation (Fayez Juma Al-Najjar et al.: 2010: 75). Where some phrases were modified for their linguistic utterance through experts to be modified into phrases that fit the title of the research. Departments of student activities in central and southern Iraqi universities randomly in order to know the ease and difficulty of the scale and the clarity of the phrases to the target sample where all the phrases were clear and accurate and the possibility of measuring the required feature (technology management information system) where the time taken to answer (25-30) minutes and was The hypothetical mean of the scale (42), strategic planning (14), efficiency of information technology (12), skill and experience of human resources (16), while the highest score for the scale was (63) and the lowest score was (21). The answer alternatives (Triple Likert) were used. always, sometimes, never) by extracting the scientific foundations of the scale through (truth and reliability) methods, where the researcher worked to extract the validity of the scale through the validity of the content and apparent validity by presenting it to the experts and the extent of their approval and modification M for some phrases in order to suit the research problem and they are the heads of the student activities departments. Where the researcher extracted the stability of the scale through the mid-section of the scale. The stability is one of the conditions that must be met in the scale in order for it to be accurate, i.). For this, the stability must be at a high degree of accuracy and idealism in building the scale, and in order to extract the stability for that, the researcher relied on the half-partition method, and to calculate the stability coefficient in this way, the odd and even expressions were divided, then the Pearson correlation coefficient was extracted between these

two halves, and to calculate the stability in this way, it was Using the data of the reconnaissance sample questionnaires, the scale was numbered (6) questionnaires, and the stability coefficient was extracted between the sum of the scores of the two halves using Pearson's simple correlation coefficient and the correction of the stability coefficient by using the Spearman-Brown equation, which is a high degree that can be trusted, as shown in Table (3) scale of the technology system strategy Administrative information.

Table (3) Shows the split half with the correction factor for a scale. management information system technology

S	Management information technology scale	stability before correction	stability after correction
		Pearson	Spearman Brown
1	Strategic Planning	0.273	0.685
2	IT efficiency	0.707	0.820
3	Skill and experience of human resources	0.178	0.295

Thus, the management information system technology scale obtained the required scientific foundations (truth and reliability), and thus the scale is ready to be applied to the sample. See Appendix (1)

The Main Experiment:

The researcher selected a sample of the main experiment from the heads of student activities departments in the middle and south of the Iraqi public universities, who numbered (10), where the scale was applied on 12/2/2022, where the questionnaire was distributed in the Iraqi public universities, and all the questionnaires were retrieved and are ready for statistical analysis.

2-7 Statistical means:

The statistical information system (SPSS) was used and the Excel program was used to process the data according to the following laws: the arithmetic mean, the standard deviation, the hypothetical mean, and the relative weight.

3 PRESENTATION, ANALYSIS AND DISCUSSION OF THE RESULTS

In order to answer the goal of the research, the researcher worked by calculating the arithmetic mean, standard deviation, relative weight, and arrangement for each of the main research areas that represent areas of knowing the reality of the management information system technology strategy, as in Table (4).

Table (4) Shows the arithmetic mean, standard deviation, relative weight, and ranking for a measure. management information system technology

S	value	arithmetic mean	standard deviation	T-value	sig-value	hypothetical mean	relative weight	ranking
1	Strategic Planning	14.0	3.05	28.960	0.00	42	77.77	the first
2	IT efficiency	15.80	3.22	25.691	0.00		75.23	the second
3	Skill and experience of human resources	16.70	2.58	30.960	0.00		69.58	the third
the total		15.5	2.95	28.537	0.00		74.193	

Through table (4), we see that the arithmetic averages for the areas of the management information system technology scale, where the field (strategic planning) obtained an arithmetic mean of (14.0) and with a relative weight of (77.77). (Information Technology Efficiency) and its expressions ranked second with an arithmetic average of (15.80) and a relative weight of (75.23) and the field (skill and experience for human resources) and its expressions ranked last with an arithmetic mean of (16.70) and a relative weight of (69). ,58)

The researcher classified the three domains as in Table (4) through the answers of the research sample, that the arithmetic mean of the management information system technology scale was (15.5) and the hypothetical mean was (74,193). Thus, the researcher attributes this to the heads of departments in student activities They have a management information system technology represented by (strategic planning, information technology efficiency, skill and experience of human resources) in their departments through positive practices, and this indicates their successful work in the departments, followed by strategic plans with the availability of alternative plans to avoid various difficult and embarrassing situations, with the completion of the development of these The plans are accurate and there is flexibility for discussion with the involvement of those with experience and scientific and technical competence to lay the basic building block for successful work, with the rapid acquisition of digital technology that improves performance and achieves the achieved goal through the provision of distinguished and highly capable human resources, and this is encouraged by department heads Student activities in universities are in focus On the strategies, controls and instructions for the technology strategy of the management information system in achieving the marked goals that the heads of The departments of painting activities, which are implemented with the least effort and the shortest time according to the set plan, in addition to encouraging the strengths and addressing the weaknesses, and the difficult places that he goes through during the work that the department heads encounter. Student activities in the middle and south of the Iraqi public universities in terms of the internal environment and the external environment For the department, as (Ahmed Sayed Mustafa: 2005: 30-31) emphasizes the environmental survey (internal and external) for an institution, then defining the main objectives, evaluating them and choosing the appropriate ones, and designing strategies that are followed through programs and timetables within which specific resources are employed. To achieve these objectives, which are standards against which actual performance is measured, it is also a continuous process of designing and developing plans that include the functions of the institution.

Presentation and discussion of the areas of measurement of the technology strategy of the management information system

Calculating the arithmetic mean, standard deviation, relative weight, and arrangement for the first domain phrases (strategic planning) as Table (5).

Table (5) It shows the arithmetic mean, standard deviation, relative weight, and arrangement of the strategic planning domain

S	The first area is strategic planning	arithmetic mean	standard deviation	T-value	relative weight	ranking
1	A strategic plan is developed that takes into account the internal and external variables of information technology among the heads of departments and student activities	2.6	0.69	51.55	86.66	The first
2	It takes into account the vision, mission and future goals of the university and its interdependent and integrated relationship between its various aspects and activities between it and its environment.	2.5	0.70	51.43	83.33	the second
3	Strategic planning aims to achieve integration between information systems and harmonize them with the goals of department heads	2.0	0.81	46.47	66.66	seventh
4	Strategic planning provides decision makers with immediate and quick information.	2.1	0.87	42.97	70	sixth
5	Strategic planning uses information technology and networks as knowledge tools and technological projects to convert inputs into outputs and disseminate them.	2.4	0.84	43.50	80	Third
6	The methodology aims to select and acquire technology in the electronic business environment.	2.2	0.91	40.60	73.33	Fifth
7	Evaluating the strategic plan and monitoring the institutional performance so that the actual performance can be compared with the desired performance.	2.3	0.82	44.94	76.66	fourth

Through table (5) it is clear to us that the average responses of a sample of heads of departments of student activities in central and southern Iraqi public universities for the first field of strategic planning reached (14.0), with a relative weight of (77.77), and a large percentage. The response rate for the terms of the field (planning strategic) between (86.66 – 66.66). It is also clear that the highest percentage of the two phrases is phrase (1), which states (a strategic plan is developed that takes into account the internal and external variables of information technology among the heads of departments of student activities), which got an arithmetic mean that reached (2.6) and with a relative weight of (86.66), and what got the first rank is. The dimensions of the administrative information management system's technology strategy play an active role in achieving the goals of department heads, student activities in central and southern Iraqi public universities, which in turn leads to the success of the university's plans. They are able to develop a pre-strategic plan that takes into account the internal and external

variables of information technology in the university and then follow-up, monitor and implement it to the fullest extent, and thus evaluate the plan by following the best strategic methods leading to achieving Distinguished success and their ability to convert inputs into outputs and disseminate them.. While the second rank was for the phrase (2), which states (takes into account the vision, mission and future goals of the university and its interdependent and integrated relationship between its various aspects and activities between it and its environment.) which got an arithmetic mean amounted to (2.5) with a relative weight of (83.33), where most of the sample's responses see that the great capabilities and distinctive skills possessed by the heads of departments in the middle and south of Iraqi public universities take into account the clear-cut and long-term vision and a splendid future in delivering the message and goals in a manner Tangible and successful, with integrated and interdependent relationships between its various aspects and activities, and achieving integration and harmonization between them and the goals of the university.

Table (6) The arithmetic mean, standard deviation, relative weight, and ranking show the domain of IT proficiency

S	The second area is the efficiency of information technology	arith metic mean	standard deviation	T-value	relative weight	ranking
1	Employ information technology strategically through information technology tools.	2.8	0.42	69.0	93.33	the first
2	The strategy of the heads of student activities departments is concerned with exploring, capturing, developing and disseminating knowledge with the help of technological capabilities.	2.6	0.69	42.51	86.66	the second
3	Availability of necessary and basic requirements such as modern devices and equipment, rapid and efficient means of communication, and their suitability for work.	2.4	0.69	43.41	80	the fourth
4	Achieve integration and harmony between the current and planned information systems in the future.	2.3	0.82	37.41	76.66	Fifth
5	Ensure that information technology systems and networks follow up on technological development and raise their efficiency and capabilities as required by their strategic role.	2.5	0.52	57.0	83.33	the third
6	Technical renewal is continuous and rapid in the information and communication rationing sector.	2.1	0.73	42.42	70	sixth

Through table (6) it is clear to us that the average responses of a sample of heads of departments of student activities in central and southern Iraqi public universities for the second field (information technology efficiency) with an arithmetic mean of (15.80) and a relative weight of (75.23) and a large percentage. The responses of the phrases for the field (information technology efficiency) ranged between (70-93.33). It is also clear that the highest percentage of the two phrases is the phrase (1), which states (strategic employment of information technology through information technology tools), which obtained an arithmetic mean of (2). ,8) with a

relative weight of (93.33), and I got the first rank, and this indicates that the heads of departments student activities have the best capabilities, skills and experience through their employment of technological strategy for their use of information technology tools in their work, which makes them able to respond to modern technological methods that Improvement of their work to the best results The factor of skill and experience is available in a large percentage and the interpretation of this falls within the indicators indicating it, that is, its presence is positive according to the answers of the heads of student activities departments in central and southern governmental universities The Iraqi one. While the second rank was for the phrase (2), which states (the strategy of the heads of student activities departments is interested in exploring, capturing, developing knowledge and disseminating it with the help of technological capabilities), which got an arithmetic mean of (2.6) and a relative weight of (86.66), where most see The sample's responses are that the heads of departments encourage and are interested in using a technology strategy that works to seize the opportunity to acquire information, develop it and disseminate it in the university with the availability of advanced and efficient means of communication commensurate with the work of the heads of departments and student activities in central and southern Iraqi public universities, which achieve integration and homogeneity in the work planned for the future.

Table (7) It shows the arithmetic mean, standard deviation, relative weight, and ranking of the field of skill and experience for human resources

S	The third area is the skill and experience of human resources	arith metic mean	standard deviation	T-value	relative weight	ranking
1	Designing strategies that are followed through programs and timetables over which specific resources are employed to achieve these goals.	2.7	0.67	62.31	90	the first
2	Strategic planning is based on the scientific foundations used by the administration in monitoring and employing the available human resources and managing them in order to reach the desired goals.	2.6	0.69	60.60	86.66	the second
3	Optimal use of human resources (energies and capabilities) and available material capabilities.	2.5	0.84	50.23	83.33	the third
4	Available resources (human, material) bring technology and modern technical methods.	2.1	0.75	50.20	70	seventh
5	Department heads invest their resources heavily in order to achieve the required efficiency.	2.4	0.84	51.00	80	the fourth
6	Encouraging the individual and organizational skills and experiences of human resources to be developed and developed.	2.3	0.82	52.62	76.66	Fifth
7	There is actual observation or practical knowledge of facts or events.	2.2	0.78	55.32	73.33	seventh
8	Department heads provide the appropriate climate for creators and innovators	2.0	0.81	54.22	66.66	eighth

Through table (7) it is clear to us that the average responses of a sample of heads of departments of student activities in central and southern Iraqi public universities for the third field of skill and experience for human resources amounted to (16.70) and a relative weight of (69.58) and a large percentage. (Skill and experience for human resources) ranged between (90 - 66.66). It is

also clear that the highest percentage of the two phrases is phrase (1), which states (designing strategies that are followed through programs and timetables that employ specific resources to achieve these goals), which got On my arithmetic average it reached (2.7) and with a relative weight of (90), and got the first rank, and this is evidence that the heads of the student activities departments have the determination and challenge to achieve success, and this makes them believe that failure, even if it happens, is considered a step to success and an experience that leads them to Finding new solutions to the problems they face, and this is what the above results agree with. They are able to adopt new methods and ideas to solve work problems and present everything new. And in agreement with everything that was discussed, the variable skill and experience of human resources is available in a large percentage among the heads of departments of student activities. In the Iraqi public universities. Through the investment of the heads of departments of its resources from the energies and capabilities of available human resources in a large way in order to achieve the required efficiency. While the second rank was obtained by the phrase (2), which states (strategic planning is based on the scientific foundations that the administration resorts to in monitoring and employing the available human resources and managing them in order to reach the desired goals), which got an arithmetic mean of (2.6) and a relative weight of (86). (66), where most of the sample responses see that the heads of departments follow strategic technological plans and advanced and modern scientific methods in adopting and encouraging skills and experiences, developing them, developing them, investing them in a large way, and employing them positively to achieve the desired efficiency while providing the appropriate environment by the heads of departments Student activities in Iraqi public universities for creators and innovators reach the achieved goals.

4 CONCLUSIONS AND RECOMMENDATIONS

4-1 Conclusions

The researchers reached the following conclusions:

1- The heads of departments of student activities in central and southern Iraqi public universities have paid great attention to the requirements of technology in all its dimensions. Represented by its axes ((strategic planning, information technology efficiency, skill and experience of human resources).

4-2 Recommendations

The recommendations were the need to emphasize the heads of student activities departments in central and southern Iraqi public universities to work with the concept of technology as a system that enhances their ability to achieve the goal of Iraqi universities and thus achieve the desired goal.

SOURCES

1. Hamid Karim Al-Hadrawi and Ali Hamid Hindi Al-Ali; The role of information management technology strategy in achieving the dimensions of total quality management for educational organizations (University of Kufa, College of Medicine, Issue 27, 2012), p. 278
2. Abdullah Zayed Al-Kilani, and Nidal Kamal Al-Sharifin; An Introduction to Research in Educational and Social Sciences: Its Fundamentals, Methodologies, Designs, and Statistical Methods, 2nd Edition: (Amman, Dar Al Masirah for Publishing, Distribution, and Printing, 2011), p. 103.
3. Fayez Juma Al-Najjar and others: Scientific Research Methods - Applied Perspective, 2nd Edition, Amman, Dar Al-Hamid for Printing and Publishing, 2010, p. 75.
4. Nader Fahmy Al-Zyoud: Principles of Measurement and Evaluation in Education, 3rd Edition, Amman, Dar Al-Fikr Al-Arabi Publishing House, 2005, p. 24.
5. Ahmed Sayed Mustafa; Strategic Management, The Arab Manager's Guide to Strategic Thinking and Change: (Cairo, 2005), pp. 30-31.

Accessory (1) Management information system technology scale

S	Areas of management information system technology strategy	always	sometime	Scarcely
first domain	Strategic Planning			
1	A strategic plan is developed that takes into account the internal and external variables of information technology among the heads of departments and student activities			
2	It takes into account the vision, mission and future goals of the university and its interdependent and integrated relationship between its various aspects and activities between it and its environment.			
3	Strategic planning aims to achieve integration between information systems and harmonize them with the goals of department heads			
4	Strategic planning provides decision makers with immediate and quick information.			
5	Strategic planning uses information technology and networks as knowledge tools and technological projects to convert inputs into outputs and disseminate them.			
6	The methodology aims to select and acquire technology in the electronic business environment.			
7	Evaluating the strategic plan and monitoring the institutional performance so that the actual performance can be compared with the desired performance.			
The second domain	IT efficiency			
1	Employ information technology strategically through information technology tools.			

2	The strategy of the heads of student activities departments is concerned with exploring, capturing, developing and disseminating knowledge with the help of technological capabilities.			
3	Availability of necessary and basic requirements such as modern devices and equipment, rapid and efficient means of communication, and their suitability for work.			
4	Achieve integration and harmony between the current and planned information systems in the future.			
5	Ensure that information technology systems and networks follow up on technological development and raise their efficiency and capabilities as required by their strategic role.			
6	Technical renewal is continuous and rapid in the information and communication rationing sector.			
The third domain	**Skill and experience of human resources**			
1	Designing strategies that are followed through programs and timetables over which specific resources are employed to achieve these goals.			
2	Strategic planning is based on the scientific foundations used by the administration in monitoring and employing the available human resources and managing them in order to reach the desired goals.			
3	Optimal use of human resources (energies and capabilities) and available material capabilities.			
4	Available resources (human, material) bring technology and modern technical methods.			
5	Department heads invest their resources heavily in order to achieve the required efficiency.			
6	Encouraging the individual and organizational skills and experiences of human resources to be developed and developed.			
7	There is actual observation or practical knowledge of facts or events.			
8	Department heads provide the appropriate climate for creators and innovators			