



The Role of Electronic Human Resources Management in improving the Services Quality at King Saud University

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ABSTRACT

Countries and institutions are accelerating towards developing and using technology, and it competing with each other to possess and use it due to its major role in achieving high rates of productivity and quality.

Since the human resource is the basic element in the production/service process, it is the duty of institutions to take care of it by providing quality services that ensure the process of recruitment, development, motivation, and training in a sustainable manner. Therefore, the interest of institutions and business organizations has increased in an unprecedented way to develop the work of human resources, as they are the most prominent growth factors that enable institutions to face the challenges surrounding them. The technology emergence has created serious challenges to change the traditional method of managing institutions in general, and managing human resources in particular.

Keywords: Electronic Human Resources, Services Quality, King Saud University.



I. Introduction:

The Human Resources Department is the competent authority in the recruitment process, in terms of identifying job needs, attracting, selecting and appointing, training, promotions, incentives, performance appraisal and other important functions. This is what human resources at King Saud University do, and in recent years, its main focus has been on using technology in all its work in order to provide distinguished and high-quality service, which in turn is reflected in the employees.

This research paper seeks to focus on the role of human resources management in its dimensions (operational, relational, and transformational) at King Saud University in improving the level of quality of services and coming up with results and recommendations that may contribute to developing their work.

1. Research problem:

Improving the quality of services has become a basic requirement to achieve their quality, an urgent and urgent necessity so that organizations can keep pace with contemporary changes. Electronic management and its application have also become an important aspect in institutions to keep pace with technological development, because traditional management is no longer able to respond to the changes and requirements of the era, so it has become the shift towards electronic management is inevitable for all developed and developing countries alike. To achieve the research goal, the research problem was formulated in the following main question:

What is the role of electronic human resources management in improving the quality of services at King Saud University?

2. Research importance:

A. Scientific significance:

This research derives its importance from the fact that it is - as far as the researcher knows - one of the first studies that addressed the role of electronic human resources management in improving the level of quality of services at King Saud University. The content of the study provides value-added knowledge to academic studies concerned with cognitive progress in management in general and in the concept of electronic human resources management in particular. It is hoped that it will contribute to opening new research horizons for researchers to benefit from in the field of electronic human resources management.

B. Practical importance:



Perhaps this research will attract human resources management managers in universities to apply modern technological means and use them in human resources management because they work to improve the quality of services, create a competitive advantage, save time, reduce costs, and provide accuracy in information.

3. Research objectives:

1. Revealing the reality of electronic human resources management at King Saud University from the point of view of the research sample members.
2. Determine the level of quality of services provided by the Human Resources Department at King Saud University from the point of view of the research sample members.
3. Identify the role of electronic human resources management in improving the level of quality of services provided at King Saud University.
4. Knowing the difference function of the average estimates of the research sample members about the reality of electronic human resources management at King Saud University from the point of view of the research sample members due to the job title variable.

4. Research questions:

1. What is the reality of electronic human resources management at King Saud University from the point of view of the research sample members?
2. What is the level of quality of services provided by the Human Resources Department at King Saud University from the point of view of the research sample members?
3. What is the role of electronic human resources management in improving the quality of services provided at King Saud University?
4. Are there statistically significant differences between the average estimates of the research sample members about the reality of electronic human resources management at King Saud University from the point of view of the research sample members due to the job title variable?

5. Search Terms:

Electronic human resources management:

Technically, it is: "the process of interaction that occurs between human resources and electronic systems, which in turn leads to modernizing decision-making processes and reducing costs and time" (Al-Ruhanah, 2013).

The researcher defines it procedurally as: the interaction and integration that occurs between human resources and electronic systems, through the Human Resources



Management Department at Al-Quds Open University, to bring employees to the highest levels of performance in order to save time, effort, and money.

Quality of services:

It is defined as: "the degree of satisfaction that a service can achieve for beneficiaries and customers by satisfying and meeting their needs, desires and expectations" (Zeithaml et al, 2012).

The researcher defines it procedurally as: the services that King Saud University provides to the categories in a better way, using the latest electronic technologies, to achieve the best quality, to reach the satisfaction of all service recipients.

II. Literature Review:

There are many previous literatures that dealt with the subject of the study from different angles, and the researcher was able to narrow down the most important of these studies that are close to the main goal of the research and can be presented as follows:

1. The Role of Electronic Management in Improving the Public Services:

Information and communication technology at the present time represents an integral part of daily life as a result of the developments we have experienced in the previous years, especially the tremendous development that occurred in the means of communication, including the Internet, which clearly affected the various activities of life, and the gradual shift from normal activities to Electronic activities to improve public service, especially making use of the Internet, as interest in this technology has increased, and plans and programs have been put in place to develop and invest it to the fullest. Its importance is highlighted by taking what is commensurate with its needs and in line with its value and culture, especially in the field of information and communication technology, where reliance on information and communication technology has become one of the important pillars from which modern management is based, which directly affects the person and his daily life. It has become one of the essential and applicable pillars in bringing about economic and social development, and from this standpoint, what is known as electronic business has emerged, and the application of its various branches has spread, such as electronic management, which transforms the transition from the scope of traditional work to the scope of electronic work, which helps us simplify procedures, improve productivity, and increase efficiency and effectiveness. Work, so we find many countries of the world striving to move from the traditional concept of management to what is known as electronic management.



2. The role of electronic human resources management in improving institutional performance by application to the Egyptian Telecom Company:

The general aim of the study is discovering the extent of participation of electronic human resources management in improving the organizational performance of Telecom Egypt Company. The researcher used surveys to collect primary data by using a sample of 348 of employees in varying employment levels. The results revealed a relationship with statistical significance between the aspects of electronic human resources management (electronic recruitment, electronic training and learning, electronic management and performance evaluation, electronic payments and incentives) and organizational performance taken in aggregate, and each of its aspects at a time. And in the light of the study's results, the researcher provided a group of recommendations to enhance the level of electronic human resources management and improving the organizational performance level in Telecom Egypt Company.

3. The Impact of Electronic Management on Improving Job Performance: Case Study of the Commune Chetouane – Wilaya of Tlemcen:

This study aims to know the role of electronic management in improving job performance at the commune Chetouane – Wilaya of Tlemcen, where the problem was to what extent electronic management contributes to improving job performance, and we have relied on the descriptive and analyze the study variables, where a collection of data using a questionnaire, which included two main axes: Electronic management systems and job performance improvement, after analyzing the data using the SPSS program and performing the necessary statistical test. Where the results indicated that there is a significant effect of statistical significance for the electronic management in improving work performance at the commune Chetouane – Wilaya of Tlemcen.

4. The Role of E-Management in Improving Job Performance of the Employees of Governmental Institutions in Qalqilya Governorate:

The study aimed at exploring the current position of e-management in the governmental institutions in Qalqilya province and its direct effect on job performance. The study investigated the role of gender, academic qualification, years of experience and job title variables in the role of e-management in improving work performance of the employees of the governmental institutions in Qalqilya province. The importance of this study lies in the sincerity, vitality and its scarcity in research as well as in studies of e-management, as it is a new and vital concept emerged as a



result of changes and developments in the world in the field of technology and electronics. The researcher has adopted the analytic approach, designed a questionnaire in addition to literature review and related studies. Study population consisted of the employees in the governmental institutions in Qalqilya province its number (350), the random sample of the study consists of (190) employees in Qalqilya district in the year 2019. The study came up with several recommendations including the importance of the adoption of e-management in the governmental institutions due to its importance in improving performance quality and enhancing administrative performance, in addition to the necessity to provide the financial and material aids that support the e-management environment in the governmental institutions, and giving priorities for updating management systems and their related instructions to ensure the implementation of the concepts of e-management. The importance of creating legal implications that works in accordance with the implications of e-management. The transmission to e-learning has to be adopted gradually along with an evaluation and follow up system and measuring criteria to guarantee the quality of transformation, facing challenges and working out possible shortcomings.

5. The Role of E-Management in Improving the Quality of Services in Public Hospitals:

We aim through this study was to identify the extent of the contribution of electronic management in improving the quality of services in hospital institutions and determine the effects of their use, as we aim to actual reality of the extent of the use of electronic administration in Algerian hospitals Tools analysis by conducting a field study to hospital Sliman Amirat in Barika. To achieve this, the researcher used the descriptive analytical method to find out the viewpoint of the health sector staff of doctors, paramedics and administrators about the impact of the application of electronic management in hospitals on the quality of service through the design of a questionnaire to collect data standards were developed based on previous studies. Depending on the random sample were distributed a questionnaire recalled 150 of which 90 response rate of 60%. To achieve the goal of the study the researchers using several statistical methods including Cronbach's alpha to ensure stability, and duplicates and percentages to describe the variables of the study, and the arithmetic mean to determine the level to answer the variables of the study. And to identify the impact of electronic administration on the quality of health services was used regression results showed a strong correlation between the electronic management and the quality of health service and improve the performance of the hospital staff relationship analysis. Since the electronic management morally affect the quality of



health service and improve on the results of the study Odaiha. obinaoua been progress in many of the most important recommendations that promote the use of electronic management in Algerian hospitals with a focus on human resources training and rehabilitation in the field of electronic administration.

III. Theoretical Framework:

Human resources in institutions represent the most important elements of production/service work that must receive great attention and care, as they are one of the most important resources and, in fact, one of the most important assets that the institution possesses. The institution's goals cannot be achieved without these resources. An institution without individuals is nothing but a group of fixed assets that alone cannot produce without the support of the workforce. The provision of material capabilities in the institution does not occur without the presence of an effective workforce capable of performing and working. In general, most researchers agreed that there are five main functions that managers perform: planning, organizing, forming, leading, and controlling.

1. The concept of human resources management:

Resource management is defined as an activity through which the organization obtains the necessary individuals in terms of number and quality that serve its purposes, wants them to remain in its service, and makes them exert the greatest possible amount of their abilities and energies and assist them in providing their maximum productivity as a collaborative, interdependent work group. It can be said: Human resources management It is a group of jobs, activities, and programs in the form of tasks, duties, and responsibilities with specific goals and results carried out by a group of individuals within a specialized department in the organization, headed by a specialized director, and together they carry out events, actions, and activities of planning, implementation, follow-up, and coordination (Dorra et al. 2016 :10).

2. Human Resource Management Jobs:

The functions of human resources management are divided into five groups of functions (Business Dictionary, Retrieved 2017):

A. Polarization and testing:

Polarization, It is the process of attracting job seekers to apply for vacant positions in the organization, through advertising as an introduction to informing job seekers of the existence of an opportunity in the organization, which expands the scope for management to select the best applicants.



As for selection, it is a process of balancing and agreeing between the requirements, duties and levels needed by the job, and the qualities, qualifications and characteristics of the individual applying for the job according to the description of each job.

B. Training and development:

- Training: It is a continuous process through which the individual passes through a set of stages as the individual advances in work, and each stage is characterized by a set of characteristics, issues and problems.
- Performance evaluation: It is a formal system within the organization through which the performance of the team or individual is reviewed and evaluated, so that the organization can maximize the individual's strengths and overcome defects and weaknesses.
- Compensation (wages - rewards) is all types of wages that an employee receives in exchange for working in a specific job. It includes two main elements: direct financial payments in the form of wages, salaries, incentives, commissions, and profits, and indirect financial payments that include financial benefits such as insurance and paid vacations.
- Labor relations: The term labor relations refer to the system in which employers, workers and their representatives interact, directly or indirectly, to establish the basic rules for managing labor relations.
- Worker safety and security are administrative activities and procedures concerned with protecting workers from the risks they engage in and from the workplace that may lead to accidents and diseases. The function of worker safety and security includes two integrated systems (Zafar, 2009):
 - Occupational safety provides protection and security for workers from accidents and work hazards.
 - Social insurance that provides care and protection against potential dangers that workers may be exposed to at work.
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3. The main objectives of the Human Resources Department at King Saud University:

The Human Resources Department at King Saud University seeks to achieve the following goals (Iepak & Snell, 1998, Zafar, 2009):

- Studying the university's needs for human resources.
- Providing qualified staff.
- Directing and training employees.
- Developing the salary and wage scale.



- Organizing the job facts for employees.
- Developing employee performance evaluation sheets.
- Providing the best health services for workers through contracting
- With the best insurance companies.

Service quality:

The issue of quality in services provided in various institutions and bodies is one of the topics that calls for great attention from researchers and specialists because of the importance and vitality of this topic in developing the performance of various institutions and bodies to be able to keep pace with the rapid changes in the modern era.

Quality in customer service is at the forefront of all institutions aiming to achieve success, stability and continuity, so service providers must deal effectively with customers in order to provide a high level of service.

Quality in services is defined as: the degree to which the actual performance of the service matches the customer's expectations for this service (Kotler & Armstrong, 2006:427).

4. Dimensions of quality of services:

The study (Parasuraman, Zeithaml & Berry, 1985) attempted to develop a model to measure service quality through the (SERVQUAL) model, in which they relied on ten basic criteria to evaluate service quality. These criteria are: (reliability, speed of response, efficiency, ease in providing service, skills Communication, courteousness, security, credibility, understanding the customer, and tangible physical aspects). They called this method of measuring quality the gaps model or the (PZB) model after the first letters discovered. Years later, they were able to develop the scale to include five dimensions, which are Al-Sumaidaie and Youssef 2010. 95-94):

A. Tangible things (facilities, interior design, nature of devices and equipment, individuals). These tangible things affect, in one way or another, the evaluation of the quality of the service from the point of view of the beneficiary.

B. Reliability: refers to the provider's ability to perform or complete the service in a good, accurate and reliable manner. The beneficiary looks to the service provider to provide him with an accurate service with high performance that can be trusted or relied upon.

C. Responsiveness: It is the ability of the service provider to perform and provide the existing service well and accurately, and that this service is provided by relying on individuals, equipment, etc.



D. Security: This feature plays a large and effective role in attracting customers to request the service. Because the availability of an element of security and trust constitutes an essential point for the beneficiary.

E. Empathy refers to the care and focus of the service provider on an individual basis by meeting the needs of the beneficiaries and those dealing with the service organization.

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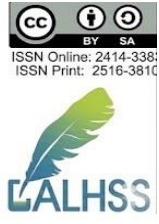


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