



The Role of Perceived Quality of Management Information Systems in Improving the Entrepreneurial Performance of Industrial Companies

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DOI: <http://doi.org/10.37648/ijrssh.v11i01.013>

Paper Received:

02nd January, 2021

Paper Accepted:

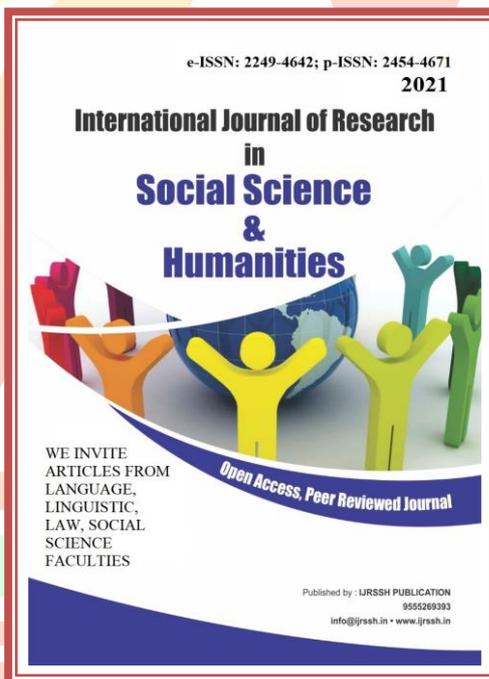
16th January, 2021

Paper Received After Correction:

20th January, 2021

Paper Published:

27th January, 2021



How to cite the article: Khawlah Fadhil Shawka, Asst. Prof. Dr. Atheer Abdullah Muhammad, The Role of Perceived Quality of Management Information Systems in Improving the Entrepreneurial Performance of Industrial Companies, IJRSSH, January-March 2021 Vol 11, Issue 1; 206-230, DOI: <http://doi.org/10.37648/ijrssh.v11i01.013>

ABSTRACT

The current study aims to verify the effect of the direct relationship between the perceived quality of management information systems as an independent variable and the leading performance as a dependent variable in the Union Food Industries Company, as well as to identify the levels of their availability and employment to be more appropriate to the reality of the current conditions of industrial companies in the field of research and what is required of them in light of the environment Troubled regulatory regime in Iraq and subject to global economic repercussions, and based on the importance of research in food industrial organizations and their importance to the country as an important strategic sector that has a great impact on supplying the market with food products, the analytical exploratory approach was adopted in the completion of the current research and data were collected from (111) respondents represented by an intentional sample (general manager, factory manager, commercial manager Sales manager, department manager), by adopting the questionnaire that included (47) items and using personal interviews and field observations as tools to help in collecting them. The researcher employed statistical programs (SMART PLS V.3.3.8.; SPSS V.26) by adopting the most appropriate statistical methods (normal distribution test, factor analysis, exploratory and confirmatory, arithmetic mean, percentages, standard deviation, relative importance, Pearson correlation coefficient, and regression coefficient. The simple) to test his hypotheses, and the results showed the validity of the correlation and influence relationships at the level of the main variables and sub-dimensions, and the study recommends the need to directly invest the relationship between the perceived goodness of management information systems and the entrepreneurial performance.

Keywords: perceived quality of MIS, entrepreneurial performance.

IJRSSH

INTRODUCTION

Industrial organizations today are witnessing great developments and challenges in the field of information and communication technology, which made many of those organizations unable to keep pace with the challenges and meet the needs of work in light of their traditional operations and means, and due to the large size of investment in information technology and the low level of compatibility with strategies and pioneering performance on the other hand. Symptoms of this crisis and its effects at all organizational levels, so the simultaneous verification of the relationship between the three variables of the perceived quality of management information systems (system quality, information quality, service quality), and the organization's orientation to entrepreneurship is the focus of previous studies, which prompted the researcher to examine the relationship and present a model between The quality of management information systems, technological investment, and the use of information technology in the business strategy and dealing with the organization's pioneering performance, and many researchers and writers have focused on the concepts and requirements

of quality, after which they are based on and a standard that organizations seek to achieve in various aspects of their activities and orientations, including in particular the management information systems that Contributed to enhancing the performance of organizations through the ability of You will feel the environmental variables, understand their components and anticipate opportunities with insight, to renew the correct course of the organization's work and ensure its precedence over its competitors and win new customers, and unlike traditional performance that is based on profitability as a main focus of the organization's interest, pioneering performance in its dimensions (pioneering indicator, innovation and creativity, proactive planning, Efficiency and Effectiveness) on the sustainability, success and survival of the organization.

Therefore, the researcher sought the importance of studying these variables together in the Union Company for Food Industries by adopting a descriptive analytical approach to impart value and meaning to the work of the Union for Food Industries

Which has become urgently needed, as the research idea (the role of the perceived quality of management information

systems in improving entrepreneurial performance) crystallized to form a modest contribution to provide assistance to the Union Food Industries Company wishing to adopt these variables aiming to identify the concept of the perceived quality of management information systems and test its relationship with leading performance and the role What is important for you to achieve strategic success.

THE FIRST TOPIC: THE SCIENTIFIC METHODOLOGY FOR RESEARCH

First: The Research Problem

Despite the importance of using information technology, many organizations today face problems in not meeting business needs due to the large volume of investment in information technology and the low level of compatibility with strategies and entrepreneurial performance on the other hand.

Through the initial visits to the Union Food Industries Company, which is one of the most important Iraqi industrial organizations working on refining, filtering and purifying crude oil and raw sugar products using the most advanced production lines in the world, it was found that there is a limited understanding and awareness of the research variables,

especially as the company seeks to draw new visions and understanding Better for the content of the perceived quality of management information systems, to achieve growth and survival and to maintain its market share and support its competitive orientations and to adopt methods and practices that facilitate conflict with the dynamism of the environment in line with the sustainability and development of its pioneering performance, especially since the current trends of those in charge of Iraqi industry focus on national products mainly to strengthen the Iraqi economy .

Based on the foregoing, the applied problem of the research lies in asking the following main question: (What is the benefit of the Union Food Industries Company from the perceived quality of management information systems represented by their dimensions

The three (system quality, information quality, service quality) in improving entrepreneurial performance in a fast-changing competitive environment?) A number of questions have emerged from this question:

What is the level of application of the perceived quality dimensions of management information systems (system quality, information quality, service quality) in Al-Etihad Food Industries?

1- What is the level of Al-Etihad Company's interest in pioneering performance and its dimensions (creativity, risk-taking, proactive) in the performance of Al-Etihad Food Industries? What dimension is the priority given for adoption, attention and practice?

2- Is there a relationship to the perceived quality of management information systems (system quality, information quality, service quality) in improving entrepreneurial performance (creativity, risk-taking, and proactive) in the Union Food Industries Company?

3- Does the perceived quality of management information systems affect the improvement of the pioneering performance of Al Etihad Food Industries?

Second: The importance of research

The importance of research is evident in addressing a real problem facing the industrial organizations, in particular, in order to contribute to supporting the success of their administrations, and their intellectual and practical importance has been embodied in the following dimensions:

1- Standing on the latest research developments in the field of study variables while showing the essential ideas related to the study topics (perceived quality of management information systems, improving entrepreneurial

performance) to find the interconnectedness between its variables according to the impact and interdependence relationships of the company under consideration.

2- Diagnosis of direct relationships between research variables (perceived quality of management information systems, entrepreneurial performance).

3- Benefiting from the nature and importance of the relationship existing between the study variables (perceived quality of management information systems, pioneering performance) in developing the company under study and working to increase its awareness in the manner that reflects positively on the quality of its outputs within the scope of its environment and the country's need to provide its needs of sugar and oil.

4- Identify the level of capabilities and capabilities of the organization researched in the field of management information systems, entrepreneurial performance.

Third: Research objectives

Through the questions of the problem, the following research objectives were formulated:

1- Measuring the level of the perceived quality dimensions of management information systems (system quality, information quality, service quality).

2- Identify the level of the entrepreneurial performance dimensions represented by the pioneering index, innovation and creativity, proactive planning, efficiency and effectiveness.

3- Test the relationship between the perceived quality of management information systems in its three dimensions (system quality, information quality, service quality) and pioneering performance (pioneering indicator, innovation and creativity, proactive planning, efficiency and effectiveness) in the Union Food Industries Company.

4- Diagnosis of the impact of the perceived quality of management information systems on entrepreneurial performance.

Fourth: The research community and sample

The research community is represented in Al-Etihad Food Industries located in Al-Madhathia district in Babel Governorate, as it is an important development project that contributes to achieving self-sufficiency of sugar and vegetable oil products, as this company was awarded the best Arab company for food production in 2017, which indicates the availability of ingredients. Leadership in performance, in addition to being awarded the ISO 9001: 2015 certificate and FSSC (2200) certification with the food safety and management system, which indicates the

company's management's keenness to achieve quality and leadership in performance, and from this standpoint was the researcher's choice of the research community (Al-Ittihad Food Industries Company).

The current research community is represented by managers at the administrative, upper and middle levels, whose number is (223) people, due to the nature of the study variables that require a degree of understanding and awareness in dealing with the questionnaire questions, as well as the fact that this group is responsible for making strategic decisions for the company, and their orientations Towards achieving the perceived quality of management information systems and determining leadership performance indicators (research indicators), their importance appears greatly within these administrative levels as they focus on strategic issues, and on this basis the research sample was intentional (intentional).

Research Sample: The sample included (department director, assistant department director, division director, head of researchers).

Fifth: the perceived quality of management information systems

1- Management information systems: Management information systems form the

backbone, as they lead to integration between the multiple functions of the organization and the main goal of them is to help decision makers by providing accurate and specific information to help them when making the right decisions in a turbulent environment, so the decision-making process is the essence of the administrative process. (Hakimpoor, Khairabadi, 2018: 127), and from the point of view (Shagiri, 2014: 205), it is a set of measures to address the flow of data and its integration with other procedures in order to provide information in a timely manner in an effective manner to support decision-making and other management functions, as well as systems. Technology-based aiming to provide information to users according to their needs (Utomo, Darma, 2020: 40), and (Kader 2009) points out that it is a mechanism used to acquire, preserve, organize and retrieve an organized set of knowledge in general and from the tangible parts, which are the most important organizational issues that involve computers. Software and communication facilities.

2- The importance of management information systems: The importance of management information systems is increasing as they represent an essential and important part in managing the business of organizations and have a direct impact on the main performance indicators

that include profit, cost and productivity, and this effect is directly reflected on the strategic objectives of the organization (Mesa'ros et al, 2019) And it contributes to supporting the administration's work in planning, organizing and controlling in providing new products and services, searching for new markets, reducing costs, improving the quality of services, and obtaining and maintaining competitive advantages (O'Brien, Marakas, 2011: 9), and management information systems, if managed well. It will provide tangible benefits to the organization such as reducing costs, raising work efficiency and increasing productivity while intangible returns include availability of information and the advantages of standardization in system integration, in addition, information systems can support the achievement of the organizational strategy, so that they are more competitive (kerta, suyawan, 2013 : 13).

3- Quality of management information systems: Quality has evolved as a basic concept in the applications of various business management and included the internal processes of the organization as well as the external processes represented in the quality of the product, and given the importance of management information systems, it is necessary to know the suitability of these systems with what users expect from them and to ensure the

efficiency of the systems Information and the benefit that accrue to them with more returns. If organizations allocate large sums to evaluate the efficiency and effectiveness of these systems, as they are well aware of the benefit that the organization will achieve through them (Delone & Mclean, 2003: 10), then the primary purpose of any information system is to help its users to obtain a type A certain amount of value from the information in the systems, regardless of the types of stored information or the type of required value (Mlimbila, Mbamba, 2018: 2), and a study (Poles, Cherfi, 2006: 323) defined the quality of information systems to the degree to which the system achieves the intended purpose By achieving proper alignment between business and management information systems, it plays a successful and important role in achieving strategic business goals such as cost leadership, increased profitability and sustainable growth.

4- Dimensions of the quality of management information systems: it has been classified (Eppler, 2006: 11), the dimensions of information systems are in three groups: the time dimension, the content dimension and the formal dimension, as the time dimension determines the time period related to information and the extent of its repetition,

as it relates to the use of information, and who requests it And it uses it, as this dimension answers the question of (what), and is defined by aspects related to timing, modernity, and time period, either the dimension of the content or content that described the content and field of information and related to the requirements for answering (what?) And includes accuracy, validity, validity and consistency, relevance, and comprehensiveness. And the brevity, and the formal dimension represents how the information is presented and is concerned with answering the question ... (How) and related to aspects of clarity, organization, flexibility, and presentation. (Silvola, et al., 2016) stressed the importance of understanding the different dimensions of the quality of information in processing Effectively, information quality problems, and they realized many viewpoints related to information, which is that information is not implemented even after its use by many users, as the concept of quality dimensions provides a frame of reference for measuring the quality of information, which is accessibility, the appropriate amount, a For credibility, completeness, visual representation, harmonic representation, ease of manipulation, free of errors, interpretation, objectivity, relationship, reputation, security, timing, understanding, added value, but the most

common dimensions are accuracy, completeness, consistency and timing.

The current study adopted the quality of the system, the quality of information, the quality of service as dimensions of the subject of the perceived quality of management information systems because it is considered one of the most powerful and comprehensive dimensions and is used to measure the quality of management information systems, and this is what was indicated and confirmed in the success model ((Petter et al., 2008, As the model chosen for this study is appropriate for the work environment of Al-Etihad Food Industries, therefore, the perceived quality of management information systems is a group of the main components, including the quality of the system, the quality of information and the quality of service provided by the system in order to achieve distinction and excellence in providing the best information to users and achieving higher awareness for the users of the system It fulfills their needs and expectations through the deifying components:

- **System quality:** System quality requires indicators to measure the quality of the information system. It is represented by a set of indicators, which are ease of use, response time, reliability and flexibility. Mclean and Delone (1992-2003) describe the quality of the system with the required

characteristics of the information systems themselves.

- **Quality of information:** and define it (Harris et al, 2011: 20) the degree to which the information received from another party is accurate, timely, complete, adequate and credible, as information exchanged between the various parties must be available systematically for the effective completion of tasks Required, good and more complete information helps companies in planning his activities.

- **Quality of service:** Quality of service was defined as "the support received by users of information systems such as responsiveness, accuracy, reliability, technical efficiency, and sympathy of system employees with users". The tool (SERVQUAL) was used, which is a common tool used in the field of marketing and was later adapted to measure the quality The Service (D&M, 2013).

Sixth: Entrepreneurial Performance

1. The concept of entrepreneurial

performance: The concept of entrepreneurial performance refers to the ability of the organization to maintain and continue work and stand up to the challenges represented by threats to liquidate business and maintain sustainable work (Okunbo, 2019: 50), as it represents the degree to which valuable opportunities

are invested such as innovative production methods. Or a new entry (and then) achieving distinct financial returns (Nordqvist, Zellweger, 2010: 23), which is a process closely related to creating opportunities, exploring them, integrating them into the decision-making process and implementing them effectively and with the presence of the role of the innovator who has the skills that require translation, application and teaching of others (Xiaoa, Zhang, 2012), and (Sebikari, 2019: 3) believes that it is the performance in which organizations achieve a set of entrepreneurial goals by investing available opportunities and developing business ideas, and Tajividi, 2015,97 asserts that all activities are focused on innovation and inclination towards Generating and supporting new ideas and knowledge, experimentation, innovation and creative processes that result in the provision of products, services, or technological processes, and also embodies the organization's ability to create results and achieve a level of success through acquired knowledge (Okunbo ,2019: 50).

2. The importance of entrepreneurial performance: The importance of entrepreneurial performance emerges as Wiese (2009: 2) pointed out to the role they play in the lives of organizations, as it gives them the competitive advantage for

entrepreneurship and paves the way for them towards developing their capabilities, which are the main pillar in achieving their continuous successes. Therefore, developments are called for. What happens in the economic environment and global competition to increase pressure on organizations to change and adapt and become more innovative in order to maintain their growth and market share, and (Gifford, 2017: 4) believes that entrepreneurial projects contribute to increasing economic growth as the dynamic force driving economic activity in organizations. Otache, Mahmood, 2015: 409) the need for organizations to constantly adopt creative and innovative behaviors and practices in order to grow and succeed, as the pioneering trends in performance are an intangible organizational resource, and give the organization a competitive advantage and lead to achieving superior performance, so the entrepreneurial activities contribute to the continued existence and growth of organizations Being a basic and distinctive feature of successful organizations, as the pioneering performance of organizations is a necessity to achieve an increase in profitability, obtain a greater market share and innovations. Strategy and innovation.

3. Indicators and dimensions of measuring entrepreneurial performance: The introduction of the

proposed measures to measure the entrepreneurial performance in organizations, as it includes according to the viewpoint of (Al-Adwani, Muhammad, 2010: 7-8) and (Al-Mashayikhi, 2019: 114) on the ratio of accreditation and simulation of other organizations compared to products. In addition to the descriptive and quantitative performance indicators referred to by a number of researchers, such as efficiency, effectiveness, sales volume, market share, etc., in addition to that, some writers and researchers have endeavored to define the dimensions of entrepreneurial performance according to their philosophical perspectives and intellectual trends, and by reviewing previous literature that It was tested in the environment of Iraqi industrial companies, and accordingly, a group of the most important dimensions were identified, as follows:

• **Entrepreneurial indicator:**

Entrepreneurship achieves a very important mechanism through dynamic interaction in the organization that combines entrepreneurial attitudes and the organization's entrepreneurial capabilities and the orientations of its members towards entrepreneurship, which drives it towards searching for the necessary resources to establish the necessary projects. Entrepreneurship provides an indicator for measuring economic

development. It gives an accurate understanding of the dynamic nature of entrepreneurial activity in organizations through employment of innovation and the achievement of well-being (Acs et al, 2017: 9).

Innovation and creativity: The success of entrepreneurial businesses is based on creativity in a moral way through doing things with new methods and methods, so creativity is technological when creating a new product or a new way of introducing a new product or service or in marketing, distribution and in the value chain between different organizations (Al-Najjar & Al-Ali, 2010: 43).

• **Advance planning:** The topic of planning is closely related and in the long run with the objectives of the positive performance of the organization and achieving a sustainable competitive advantage ((Kroeger, 2007: 8) and (Arham, 2014: 54) emphasizes the importance of anticipation for the organizational processes of the organization as it requires a forward-looking and self-Time (Wiese, 2009: 21) confirms that being proactive creates competitive advantages, as it forces competitors to respond to successful initiatives.

Efficiency and Effectiveness: It is stated (Jawda et al, 2012: 71-76) that the efficiency of the organization means the

extent of its success in using the resources available to it, and it means reaching the goals set with improvements in the inputs such as reducing costs and shortening the time period to complete the work. As for effectiveness, he indicated Both (Laurent, Sorato, 2014: 9) have the extent to which the organization can achieve its goals. (Jacobs & Chace, 2018: 14) state that it is doing the right things to create the most value for the organization.

THE PRACTICAL SIDE OF THE RESEARCH

First: Description and diagnosis of the perceived quality of management information systems. Measurement of the independent variable, the quality of management information systems, through three main dimensions (system quality, information quality, and service quality) through (29) paragraphs and through answers (111) views in Al-Ittihad Food Industries. Confirmatory factor analysis to delete six paragraphs, so that the total paragraphs (23) paragraph represented the perceived quality of management information systems as follows:

1- System quality: Table (1) shows relative interest (78%) good for Al-Etihad Food Industries through the opinions of a sample of its employees about the quality of the system, so the overall dimension

obtained a weighted arithmetic mean (3.90) available, and with agreement and homogeneity in the sample opinions with a standard deviation (0.600), and a relative coefficient of difference (15.3%) regarding the company's ownership of an administrative information system that enjoys reliability and ease of use, as well as the ability to control the user interface, and is flexible and integrated with other systems that the company owns. The dimension concluded with five paragraphs after Excluding the confirmatory factor analysis of four paragraphs from the original scale, and it was ranked first among the three dimensions in which the perceived quality of management information systems in the Union Company was measured. Paragraph (9) (the system used in the company handles the data accurately) ranked first with a relative difference factor (20.1%) about the company's good (81%) relative interest in practicing and adopting the paragraph, while the fifth and final ranking was for paragraph (2) (the information system provides information from reliable sources) with a relative difference coefficient (27.8%) and relative interest (75.8%) good In it, either a For the other three paragraphs, it obtained a relative coefficient of variation (25.9% -20.1%), and practicing and adopting a relative interest level (80.8% -76.4%) good in the

ability of the system used in the Union Company to meet the needs of its users, as the implementation of operations through it leads to results Expected, being easy to use and learning, capable of development and renewal, and with a high storage capacity, and the researcher noticed through her field visit the presence of

computers, software, algorithms and internal and external communication systems linking the factory with its suppliers and customers on the one hand with the decision makers, in addition to the presence of the engineering and technical staff responsible for the system .

Table (1) Analysis and Diagnosis of System Quality (n = 111)

Relative difference coefficient%	Relative importance %	standard deviation	The arithmetic mean	Response measurement										No
				Do not completely hatch		I do not agree		Not sure		Agree		Totally agree		
				%	Rep	%	Rep	%	Rep	%	Rep	%	Rep	
The information system used in the company is easy to use and learn														
.259	76.4	.992	3.82	3.6	4	8.1	9	13.5	15	52.3	58	22.5	25	1
The information system provides information from reliable sources														
.278	75.8	1.054	3.79	4.5	5	8.1	9	16.2	18	45.9	51	25.2	28	2
Executing operations with the used information system leads to an expected result														
.258	80.8	1.043	4.04	2.7	3	8.1	9	11.7	13	37.8	42	39.6	44	4
The information system in use meets the needs of the users														
.237	76.4	.906	3.82	2.7	3	6.3	7	16.2	18	55.9	62	18.9	21	6
The company's system processes the data accurately														
.201	81	.818	4.05	0.9	1	5.4	6	9	10	56.8	63	27.9	31	9
.153	78	.600	3.90	System quality										

2- The quality of the information: it becomes clear to the researcher from the results of the descriptive statistical analysis

of the information quality data, and it is evident in the results of Table (2) that the dimension obtained a coefficient of relative difference (19.2%), which made it

in the third rank among the three dimensions in which the perceived quality of management information systems was measured. In Al-Ittihad Food Industries, the dimension obtained in total a weighted arithmetic mean (3.53) available, and it is practiced with good relative interest (70.6%). The overall dimension obtained agreement, convergence and homogeneity in the sample responses, so its standard deviation was (0.680) at the general level. Paragraph (19), given that its level of morale is less than (5%), and its saturation is less than (0.40), and the quality of the information was measured through nine paragraphs, descriptive statistical analysis led to paragraph (12) (the information provided by the system is accurate and easy to retrieve) As a result of obtaining the lowest relative coefficient of variation

(19.9%), the company's relative interest (82%) is good in this paragraph, while the ninth rank of paragraph (15) (the company contributes through its organizational environment to raising the efficiency of information) with a relative difference coefficient (41%), And relative interest (59.6%) is moderate, but it is less On the hypothesized mean of the research, which constitutes a weak state in its practice with an arithmetic mean (2.98) available around the hypothesis mean. As for the seven paragraphs confined to the two paragraphs (12-15) above, the level of disagreement about its practice varied, so it obtained a relative difference coefficient (39.6% - 22.4%), which constitutes a high range of difference between them, especially given that the relative interest level is (78.6% - 61.4%).

Table (2) Analysis and Diagnosis of Information Quality (n = 111)

Relative difference coefficient %	Relative importance %	standard deviation	The arithmetic mean	Response measurement										No
				Do not completely hatch		I do not agree		Not sure		Agree		Totally agree		
				%	Rep	%	Rep	%	Rep	%	Rep	%	Rep	
The information provided by the system is current and provided in a timely manner														
.366	68	1.245	3.40	10.8	12	11.7	13	24.3	27	32.4	36	20.7	23	10
The information provided by the system is clear and understandable														
.261	75.8	.991	3.79	2.7	3	9.9	11	15.3	17	49.5	55	22.5	25	11

The information provided by the system is accurate and easy to retrieve														
.199	82	.819	4.10	1.8	2	2.7	3	9.9	11	55	61	30.6	34	12
The information provided by the system is consistent with the nature of my activities														
.230	77.8	.897	3.89	1.8	2	5.4	6	18.9	21	49.5	55	24.3	27	13
The information provided by the system is concise, available, sufficient and perceived														
.224	78.6	.881	3.93	1.8	2	4.5	5	18	20	50.5	56	25.2	28	14
The company contributes, through its organizational environment, to raising the efficiency of information														
.410	59.6	1.220	2.98	10.8	12	30.6	34	19.8	22	27	30	11.7	13	15
The company environment is supportive and stimulating for predictive information														
.351	64.4	1.133	3.22	6.3	7	23.4	26	24.3	27	33.3	37	12.6	14	16
The efficiency of information in a company is related to the efficiency of its technology														
.396	61.4	1.218	3.07	8.1	9	29.7	33	25.2	28	20.7	23	16.2	18	17
There is cooperation and coordination between the different departments in exchanging information in order to achieve common goals														
.320	67.4	1.078	3.37	5.4	6	16.2	18	27.9	31	36.9	41	13.5	15	18
.192	70.6	.680	3.53	Quality of information										

3- Quality of service: From the point of view of its employees, Al-Etihad Food Industries showed agreement, consistency and convergence in the level of answers with a relative difference coefficient (17.5%), by ensuring that the management information systems that it owns enjoy responsiveness in providing services to its users as the student. With confidence and reliability, as well as enjoying acceptance and satisfaction from its main users, and their acceptance of its novelty and relative ability to provide system security, the availability of service quality with a

weighted arithmetic mean (3.56) is available, and it is adopted with relative interest (71.2%) good at the general level, so the overall dimension obtained a deviation Standard (0.626), so solve in the second order at the level of dimensions and as shown by the results of Table (3), the dimension was measured across ten paragraphs, excluding the confirmatory factor analysis of paragraph (22), so that the researcher could analyze the remaining nine paragraphs through the descriptive statistics, whose results were produced. 23) (The employees of the information technology units have the knowledge

necessary to maintain the system and solve problems well) in the first order with a relative difference coefficient (23.5%) regarding the agreement on the relative interest of the company (76.2%) in it, while a thousand Quora (20) (the information system has a modern view and interface acceptable to the users) Ranking with a relative difference coefficient (39.5%) about the average relative interest (57%), and it became clear to the researcher that the weighted arithmetic

mean of paragraph (2.85) is available around the mean but less than The hypothetical mean of the research, which makes it weak. As for the other paragraphs, it obtained a relative difference coefficient (34.8% -25%) about the relative interest (77.4% -60.4%) from medium to good in maintaining the security of system information from penetration, and its ease of providing it to supervisors. Informative upon request.

Table (3) Analysis and Diagnosis of Service Quality (n = 111)

Relative difference coefficient %	Relative importance %	standard deviation	The arithmetic mean	Response measurement										No
				Do not completely hatch		I do not agree		Not sure		Agree		Totally agree		
				%	Rep	%	Rep	%	Rep	%	Rep	%	Rep	
The information system has a modern look and interface that is acceptable to the users														
.395	57	1.126	2.85	15.3	17	21.6	24	28.8	32	30.6	34	3.6	4	20
The services provided by the information system are sensitive to the needs of the users														
.348	60.4	1.052	3.02	6.3	7	30.6	34	22.5	25	36	40	4.5	5	21
The personnel of the IT units have the knowledge necessary to maintain the system and solve well problems														
.235	76.2	.899	3.81	2.7	3	5.4	6	18.9	21	54.1	60	18.9	21	23
You can rely on the services provided by the company information system														
.269	77.2	1.039	3.86	2.7	3	7.2	8	23.4	26	34.2	38	32.4	36	24
I have high confidence in the services provided by the information system														
.303	71.8	1.090	3.59	8.1	9	4.5	5	25.2	28	44.1	49	18	20	25

The services that the information system provides are safe from penetration														
.250	74.2	.928	3.71	3.6	4	4.5	5	26.1	29	48.6	54	17.1	19	26
There is reliability of the information system outputs and acceptable to the users														
.285	72	1.029	3.60	4.5	5	6.3	7	34.2	38	34.2	38	20.7	23	27
Current information system offers optimum solutions to technological problems and fast service when requested														
.280	74.2	1.039	3.71	3.6	4	9	10	23.4	26	40.5	45	23.4	26	28
System administrators provide users with the service on a timely basis														
.256	77.4	.991	3.87	3.6	4	2.7	3	26.1	29	37.8	42	29.7	33	29
.175	71.2	.626	3.56	Quality of service										

From the researcher's review of the results of the previous three tables, which showed the availability, practice and interest by the Union Food Industries Company in the dimensions of the perceived quality of the relative management information systems, Table (4) showed that the independent variable of the perceived quality of management information systems obtained an arithmetic mean (3.66) available on The general level, and it is practiced with relative interest (73.2%) is good through the communication process through which

data is collected, operated, stored, and transmitted to the company's personnel who need it mainly in order to provide the necessary information for decision-making. And a relative coefficient of difference (14.7%), through which it obtained the highest percentage of agreement by the research sample from among the two variables studied, so the two variables searched in the Union Food Industries Company dominated the practice, adoption and agreement.

Table (4) Ranking of the perceived quality dimensions of management information systems according to the coefficient of variation

Priority ranking	Coefficient of variation%	Relative importance %	standard deviation	Arithmetic mean	Variables
first	15.3	78	.600	3.90	System quality
third	19.2	70.6	.680	3.53	Quality of information

second	17.5	71.2	.626	3.56	Quality of service
first	14.7	73.2	.541	3.66	Quality of management information systems

CONCLUSIONS

The conclusions reached by the current research clarify the cognitive and intellectual logic of both the perceived quality of the administrative information systems and the pioneering performance according to the mechanism of harmony between the researched variables, and the results of the applied aspects of the research (variation, correlation and impact), and the researcher's most important conclusions can be summarized in Light of presenting and analyzing the results within the theoretical and field study as follows:

1- The results of the research revealed that there is discrimination in terms of gender with regard to males at the expense of females in the implementation of duties and tasks in the researched company, and this indicates a neglect of the scientific and academic capabilities and capabilities of females, despite the availability of many of these qualifications among females in Babil Governorate, which The searched company is located.

2- The surveyed company has experience consistent with the number of years that it has gained them knowledge and skill due to the university degree they hold, in

addition to adopting the youth component in the implementation and performance of their duties and tasks.

3- The leaderships of the companies researched possess the ability to invest strategic factors, especially through their clarification of future events to their individuals, their flexibility in decision-making, and the ability to employ their intuition in making economic decisions in a manner that does not meet ambition.

4- The leaders of the researched companies showed their reliance on communication factors, and in a way that strengthens the inspiration of their employees confidence in their abilities to accomplish tasks, especially by holding regular meetings periodically through which it hears various opinions about the performance of its employees.

5- Finding out among the leaderships of the researched companies personal factors that they employ to maintain the discipline of their subordinates in difficult situations, placing them in the appropriate workplaces, and finding new innovative working methods and methods.

6- It is evident that the leaders of companies invest the motivational factors and what motivates their employees to succeed in work, in addition to achieving

their needs and desires in a way that does not meet the ambition of the sample.

7- The researched companies relied on discovering warning signals in the vicinity of their work, especially by investing in comprehensive environmental analysis aimed at identifying the indicators of the occurrence of the crisis and working to formulate a proactive plan through which to confront these events, but they still need additional attention from them.

8- Al-Etihad Food Industries, the research sample, demonstrated its ability to prepare and prevent in the crisis by benefiting from the experiences of other relevant authorities and organizations, as well as providing material and moral support to the crisis team.

9- Al-Etihad Food Industries has the research sample the ability to contain the damages resulting from the crisis it is going through, especially by overcoming the difficulties and allocating operating rooms equipped with the best techniques to contain and reduce the effects of crisis and support them with effective means and communications that reduce their damages in a way that does not meet the ambition.

10- The researched companies have the possibility to restore their activities after facing the crisis, documenting and archiving them, and working on benefiting from solutions of previous experiences, and assessing their negative effects.

11- It shows the willingness of companies of the Ministry of Material Resources to study the sample to learn and formulate new plans, as well as their approval of formulating proactive plans and training their members to face future crises.

12- Al-Etihad Food Industries, the research sample, demonstrated its ability to employ its pioneering leaders in crisis management, especially when the practices of that leadership focus on detecting warning signals, containing damage, preparing, prevention, restoring activity and learning respectively.

13- The employment of Al-Etihad Food Industries, the research sample, shows the practices of its pioneering leaders in crisis management, especially when personal factors, communication factors, motivational factors and strategic factors are directed individually towards them, as well as strengthening crisis management with personal factors and communication factors in a society without investing in motivational and personal factors That model.

RECOMMENDATIONS

1- The Al-Etihad Company for Food Industries, the research sample, should be open to the two genders and attract competencies, especially those with higher degrees, in order to face crises, and work

to enhance the practices of its entrepreneurial leadership.

2- The necessity for the Al-Etihad Company for Food Industries, the research sample, to develop mechanisms to help it pay additional attention and support strategic factors because of their impact on improving its entrepreneurial leadership through:

A- Supporting its leaderships to be more able to deal with unforeseen circumstances.

B - Providing information systems that help its leaders to explore and study changes in the surrounding environment.

C- Clarifying the company's vision, making it available and publicized to all.

D- Enhancing a space for brainstorming sessions to allow expansion of the capabilities of anticipation, intuition and formulation of future scenarios.

E- Providing a flexible and amending decision-making system in line with the requirements of the environment.

3- Enhancing the companies' adoption of the research sample of communication factors, particularly through the mechanisms that contribute to the improvement of the practices of their entrepreneurial leaders through:

A- Giving extra attention to organized meetings and receiving regular feedback.

B - Working to involve the company's employees in the main individual and

differential activities, expanding the circle of receiving their opinions and suggestions on various issues and listening to them.

C- Show sympathy with the company's employees, enhance confidence in their capabilities, and convince them that the new business, even if difficult, gives them a new competitive advantage and increases their individual capabilities.

4- Encouraging interest in personal factors from Al Etihad Food Industries, the research sample because of their impact on enhancing entrepreneurial leadership practices through:

A- Placing the right individuals in the appropriate work places.

B- Spreading frankness, clarity, transparency, and creativity, and adopting the skillful thinking style.

C- Creating new methods and methods of work that are characterized by proactive, proactive and creative work.

D - Promote emotional stability among company members and maintain their job security.

5- The necessity for Al-Etihad Food Industries to pay additional attention to the motivational factors and invest them in order to develop the practices of its entrepreneurial leadership through:

A- Working to fulfill the material and moral needs and desires of its employees.

B - Encouraging the transmission of positive feelings among employees.

C- Spreading the methods and methods of renewal and positive change among the company's employees.

D - Enhancing confidence in the company's employees and motivating them to succeed with the tasks and burdens they bear

6- The Union Food Industries Company, the research sample, should pay extra attention to discovering warning signals because of its role in improving crisis management through:

A- Formulating proactive plans to confront crises when they arise.

B - Work to discover indicators of defects in the performance of the company before reaching the crisis.

C- Adopting a qualified work team to support with information and other resources. It is responsible for studying and analyzing the crisis indicators and their factors.

7- Al-Etihad Food Industries should sample free research on preparation and prevention of the crisis, in a way that enhances the companies' ability to manage the crisis through:

A- Creating development programs in the area of the crisis.

B - Determining the best practices for dealing with the crisis according to the latest scientific methods and methods.

C- Utilizing data of previous crises as inputs to face expected crises.

D - Providing material and moral support to the crisis team.

8- The necessity for Al-Etihad Food Industries to pay attention to the research sample in containing the damages of the crisis through:

A- Allocating an operating room equipped with the best techniques to contain and reduce the crisis.

B- Creating an effective communication system that enables companies to deal with the effects of the crisis.

C- Paying attention to the cost of time, especially in overcoming difficulties at the start of the crisis.

D- Relying on adopting accurate and practical scientific methods when dealing with the crisis.

9- The Al-Etihad Company for Food Industries, the research sample, should restore activity due to its impact on its management of the crisis through:

A- Supporting its employees, especially those who deal with the crisis, with rewards when facing the crisis.

B - Work to assess the negative impacts of the crisis and its future impact.

C- Documenting and archiving details of the crisis and benefiting from it in the future.

10- Encouraging Al-Etihad Food Industries, the research sample, learning opportunities from the crisis, especially through:

A- Paying attention to lessons and philosophy inspired by previous crises, and knowing the experiences of others.

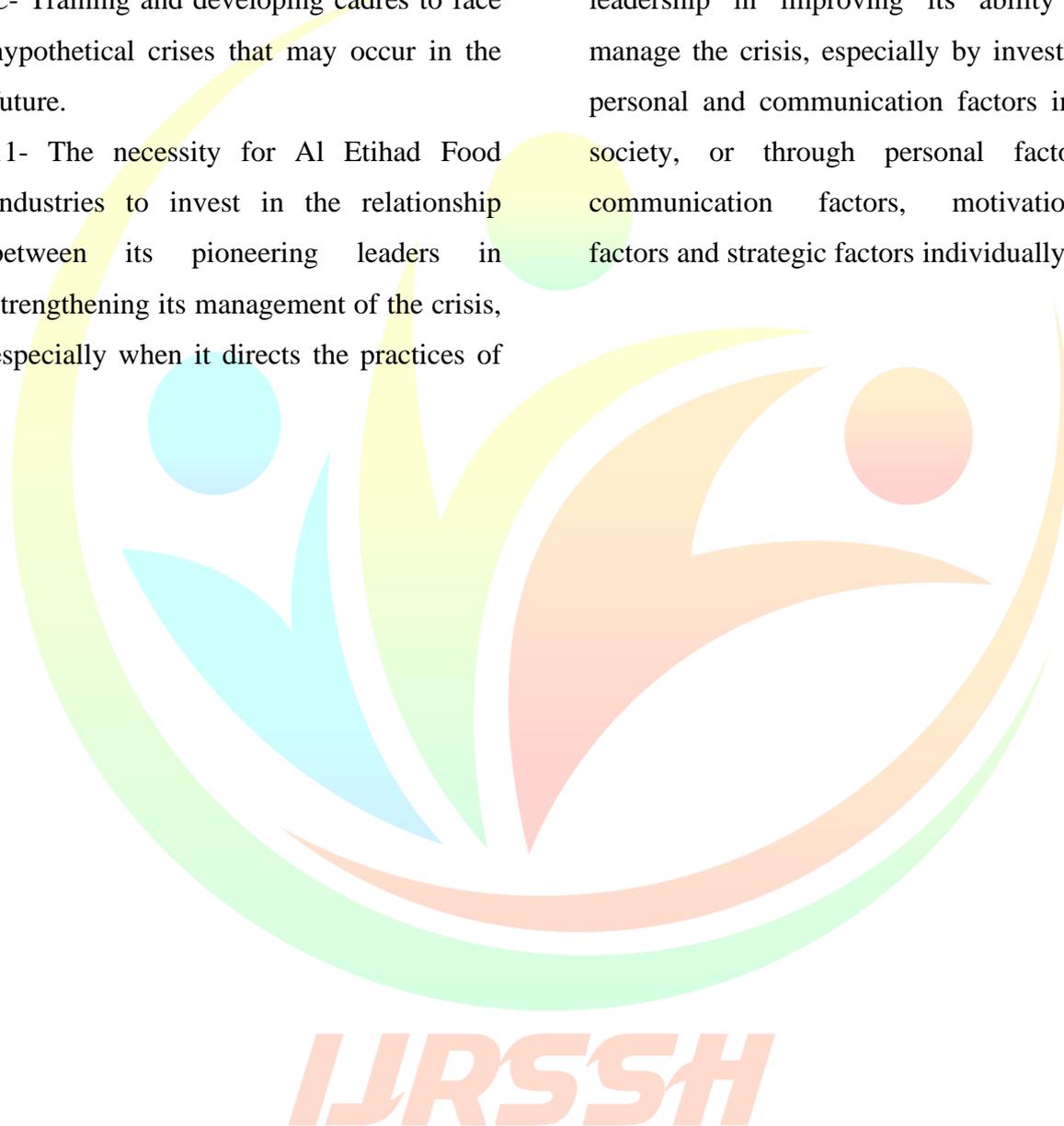
B- The inundation of proactive planning through educational programs to confront the crisis.

C- Training and developing cadres to face hypothetical crises that may occur in the future.

11- The necessity for Al Etihad Food Industries to invest in the relationship between its pioneering leaders in strengthening its management of the crisis, especially when it directs the practices of

its pioneering leaders to improve their capabilities to detect warning signals, contain damage, prepare and prevent, and restore activity and learning.

12- Al-Etihad Food Industries, the research sample, should employ its pioneering leadership in improving its ability to manage the crisis, especially by investing personal and communication factors in a society, or through personal factors, communication factors, motivational factors and strategic factors individually.



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