

Electronic Human Resource Management and Its Role in Improving the Strategic Performance of Organizations. The Moderating Role of Technological Capabilities: An Applied Study in the Food Industries Sector in Jordan

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Abstract

The study aims to research electronic human resource management with its dimensions (electronical planning and training of human resource management, electronical training of human resource, electronical selection and recruitment, and electronical evaluation of human resource performance) and its role in improving strategic performance in its dimensions (The strategic innovation , strategic flexibility, the quality of strategic performance), and the moderating role of technological capabilities in the Jordanian companies of food industry. To achieve the objectives of the study, the descriptive and analytical method was applied using a field survey method, based on a questionnaire prepared for this purpose consisting (46) items, and population study for (9) food industry companies, specifically from the workers in the senior and middle management positions in the Jordanian food industry sector selected randomly. The number of the final questionnaires analyzed was (321).

The study concludes a set of results, the most prominent of which was the high level of electronical application of human resources management, as well as the high level of strategic performance with a medium level of moderating variable technological capabilities in the Jordanian food industry companies. There is also a statistically significant effect at the significance level ($\alpha \leq 0.05$) for electronic human resource management with its dimensions (electronic human resource planning, electronic selection and recruitment, electronic human resource training, electronic performance assessment) on the strategic performance with its dimensions (strategic innovation, strategic flexibility, the quality of strategic performance) in the Jordanian food industry companies, and also there is a statistically significant effect at the significance level

($\alpha \leq 0.05$) for electronic human resources management with its dimensions on the strategic performance in its dimensions, with the presence of technological capabilities as a moderating variable in the Jordanian food industry companies.

Finally, the study identified a set of recommendations, the most prominent of which was the need to focus on deepening the awareness of workers in human resources management about the dimension (electronic human resources training) within the dimensions of electronic human resources management due to its ranked (fourth), and the last on the scale of priorities in Jordanian food industry companies. The application of electronic human resources management in the Jordanian food industry companies, despite its importance for workers and administrators, and working to follow up on the management of the Jordanian food industry companies to update their programs and electronic systems for human resources management, so that they are more sophisticated which would contribute to the development of the performance of employees.

Keywords: electronic human resource management, strategic performance, technological capabilities.