

**The Mediating Role of Digital Transformation in the Relationship Between Electronic Human Resource Management Practices and Administrative Creativity: An Applied Study on Five-Star Hotels in Jordan.**

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**Al-Zaytoonah University, Jordan 2024**

**Abstract**

This study aimed to investigate the mediating role of digital transformation in the relationship between electronic human resource management practices and managerial creativity. The study was conducted as applied research on five-star hotels in Jordan. A quantitative descriptive-analytical approach was followed, utilizing the statistical package for social sciences (SPSS) and structural equation modeling (SEM) with Partial Least Squares (PLS-SEM 3). The study sample consisted of 220 individuals from the upper and middle management in five-star hotels in Jordan. A questionnaire was employed as a data collection tool, distributed through modern applications using Google Drive for data collection. The collected data were processed statistically, leading to various findings, most notably that digital transformation mediates the positive relationship between electronic human resource management practices and managerial creativity in five-star hotels in Jordan. Finally, the study concluded with several recommendations, emphasizing the importance of developing electronic selection and recruitment system policies, providing advanced electronic training programs to enhance the skills of the workforce, adopting business intelligence technology, and data analysis to facilitate digital transformation, and improving the efficiency of electronic operations and future performance.

**Keywords:** Administrative Creativity, Digital Transformation, Electronic Human Resource Management Practices, Five-Star Hotels in Jordan.