Digital Culture Participation Availability on Maximizing Competition Abilities in Private Information Technology, Communication Sector-Jordan

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ARTICLE INFO	ABSTRACT
corresponding Author: *Dr: Mahmud Agel Abo-Dalbouh* Jordan- Irbid University	The study aimed to explain the availability for digital culture on achieving competitive abilities in (ITC) for Jordan scoter, study explain the role of digital culture and reach to a good findings, analyze by depend on descriptive research . Population of study is all firms of (ITC) in Jordan, the sample it was a big firms in middle region (60) firm, applied on departments heads in these firms randomly . The study approved many findings that a strong co'llinerity between study factors, rapid improvement for individual culture, excellent government attitudes , variance in customer perceptions , the cost is heavy . The study recommended by necessity of maximizing customer response , diversify the production , decrease the cost .

1. Introduction

The digital culture is the back bone of information technology and communication which becomes in 1980 parallel with development, improvement differentiation in the many industries. The internet which related with the significant improvement information technology and communication by programs, technology structure, digital behavior, and organizational behavior, Digital culture in many sectors in Jordan is different from sector to other which depend on many factors as perceptions, ages, sex, income, education, life style, government attitudes.

2. Theoretical Framework

Digital culture it becomes that part and basic of life, and performance which no way to fragment it in information technology and communication in Jordanian private sector.

3. Problem study

Information technology sector in Jordan face many requirements for enhancing it because that,

Until now digital culture in Jordan face many obstacles as the cost, change technology, technology acceleration, Government laws, and variance of Perceptions.

The study population consist of all departments heads for all regional middle firms in Jordan by 60

firm which every one has at lease (3) departments and above finally find that sample consist of 3×60=180 departments heads.

4. Study Objectives

Knowledge of individual a Warnace (perception).

Knowledge of the change cost.

Knowledge of the availabilities to adaptation with new Technology.

Focus on necessity of their obstacles as government attitudes, laws.

design a new strategy , policies .

5. Hypotheses

Ho1. There is no astatically significant of individual awarance on competitive abilities for information technology and communication sector in Jordan.

Ho2. There is no astatically significant of Cost on competitive abilities for information technology communication sector in Jordan.

Ho3. There is no astatically significant of technology changes on competitive Abilities for information technology and communication sector in Jordan.

Ho4. There is no astatically significant of government attitudes on competitive Abilities for information technology and communication sector in Jordan.

6. Model
Independent factors
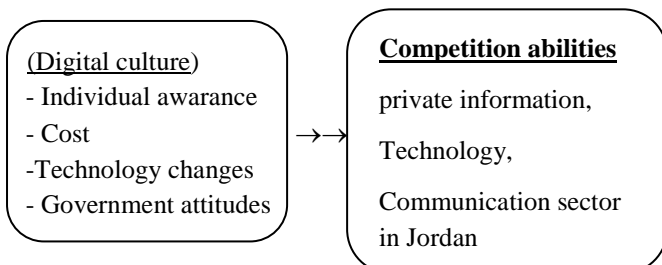
7. Research Methodology

To examine the study hypotheses, data has been collected by using depend on questioner related with two resources of data.

Primary data; questioner, interview with sample study (department, heads)

Secondary data; books, net, researches.

Information technology, communication in Jordan (private sector) which choose because it pioneer sector, leader, and supply the GDP strongly there many institutions which make in this sector but 1 applied the study on(60) biggest firms institutions, and take the sample study randomly by heads of departments. I designed questioner which developed to specify the factors and measure it by exploratory questioner which presented to 20% of population study, after two weeks 1 applied it again on the same group, of sample 1 examine the reliability of it, it becomes 72% sample study.

This study conducted for the purpose of testing the hypotheses, explain the nature of correlation between variables and these effects, I depend on a quantitative approach for this study.

The study instrument design of five pages cover letter and demographic features, individual awarance and cost, technology change, government attitudes, competition abilities.

8. Literature Studies
A) Babuwaro us man, satiny Sara (2016)
Impacted internet technology to teaching and learning in public senior secondary schools in-Nigeria (1).

The study aimed to examine the impact of internet Technology, it depend on survey study by questioner and interview, it exploring the sample has been respect new technology and a care for benefits of use internet for accessions free online and improved one academy has been depend on 65% home work by new technology.

B) DR. K Shyma sunder and others, (2016)
"Organizational culture and climate – skimnn; versity" (2) The study aimed to know the recurring patterns life in organization. They are a

big important of culture and climate and it has many approaches to improve it climate has number of behavior of leader which has significant impact on stress and moral and reaction on engagement and participation. The study applied on(160) employees in it industry, and try to indentify the existing culture, and effect on employees works, abilities.

C) Mrs. Kalal Morye and others (2015)

"An organizational cultures and theirs corresponding kinds of knowledge management scheme", INDIA (3) The study aimed to a plan of data, information, and culture, theoretical foundation of concepts, practices data, data management, process data technology and system. The results of study becomes as; Totally different structure culture, and their corresponding types of knowledge.

D) Md. Makbul Khan,(2014)

"Modern technology impact on production style, internal control, decision-making", INDIA (4) The study explore that information technology with the company world, effects of continued developments in info technology on business activities within the enterprise, creative vita changes on production style internal, control and decision making, simple worldwide communication provides in stent access, creative employees works under heath larger, mangers ought to contemplate the results of new issues, interacting with it innovations, raising performance.

E) Mohammad AL-Shurideh and others,(2014)

"Marketing communications role in shaping awareness cause related marketing campaigns Jordan" (5) Study explore data cause- related marketing has received an increasing internet worldwide due to its positive impacts on companies revenue and reputation, investigation the role of marketing communication in shaping

consumer awarnece, explore the role of advertising, put laceration, direct digital marketing.

Digital culture: new information technology, communication is the main part of business sectors but the digital culture is the leverage of that activities which reflect on that performance, it help (ITC) sector on improve and diversify the performance for achieving the sector goals and adapting with environment changes.

Individual awarnce:

 every person have level of knowledge but how exploited perfectly, climate an demography features effect on these person for drawing the style of dealing with new climate.

(ITC) it has a big role in business sectors, helping by achieve goals, objectives, helping by development, improve the performance on the other hand exploit that perceptions for enhancing the level of a warance and adaptation with (ITC) acceleration for increasing customers loyalty and keep in touch with new technology.

Cost

 In Jordan the cost for adapting with information technology and communication, because the infrastructure was costly, income was law, (ITC) develop all most daily.

(ITC) sector it anew, few technology buyers, Change cost is high, Jordan market is small, population in Jordan about (10) million.

Technology changes:

Technology is very important in business environment and help the decision making to take a rational decision but the fast development and acceleration is complicated the business environment, differentiate production, increase the cost, increase the competition degree, decrease the customer loyalty, increase the cost of changes.

Government attitudes:

Jordan government help many sectors to inter technology world and develop the laws and strategies, policies for achieve that goals.

Jordan try many times for adapting with new technology but there are face many obstacles, as infrastructure, cost, perceptions.

Performance (ITC) sector:

for achieving firms goal it necessary to improve the performance and exploit the abilities from time to time and enhance the activities, deal with new technology, develop the customer perception, adaptation with digital culture, develop the customers responses and motivate them.

9. Data Analyses

To analysis study instrument items were examined through spss statics approach, and analysis screening for assessment Anova reliability, correlations, collinerity, coefficient ,multiple regression , simple regression, residual analysis, T- test missing data were below 5% rejected.

10. Findings

The result of statically analysis a obtained through using SPSS will be presented before answering the questions of the study and testing its hypotheses its important to check the distribution of data at study through following statically hypotheses

H0: the study data are subject to normal distribution

H1: the study data are not subject to normal distribution

The results presented in table (1) degree of reliability of scale which exploring that range between 0,180 to 0.89 in table(4) the results showed strong of multi co- linearity between there dimensions performance , cost, individual culture, awarance, government attitudes.

Instable (2) it shown the arithmetic means, student deviations, and relative importance of the level of study which layer between (3.81042- 4147073)

Table (3) explains the correlation degree between variable of these are significant.

Table (5) explain static of the model and availability of it for the study really the model is suitable STD Error is (0624444)

But in table (6) ANOV regression (426,775) and it was significant.

11. Analysis

The study showed the following results:

   A. There are rapid improvement for individual culture
   B. There are an excellent government attitudes for information, technology, communication laws and rules.
   C. cost lays bat middle degree of effect on (ITC) performance
   D. There is variance between department heads perception and these styles for dealing with there to convince them by (ITC) changes, benefits, values
   E. Allow level of customer care about the (ITC) change which mostly depend on cost.
   F. Allow level of customers response for new (ITC) which has acceleration continuously
   G. allow level interactive between department heads and customers response.
   H. Allow level of integration between cost and customers perceptions.
   I. High integration between culture, government, attitudes, and performance.
   J. Generally the performance in Jordanian (ITC) sector effect by cost, individual culture, perceptions, government attitudes.

12. Recommendations

Study recommended following:

   A. Necessity of maximize the customer's pones.

B. Necessity of maximize improvement the customer's perceptions.

C. Diversifying the (ITC) production and there cost.

D. Increase attention to exploit the benefits of (ITC) and there changes.

E. Raising the efficiency of (ITC) sector.

F. Decreasing the cost effect, (ITC) changes

G. increasing the coordination level between department heads and customers and keep in touch with interactively.

Reliability of scales
Table (1)

	N. Items	Alpha (a)
Performance	5	0.77
Cost	5	0.75
Individual culture	5	0.87
PER Perception	5	0.180
GA Government attitudes	5	0.89

Descriptive statistics
Table (2)

	N	Minimum	Maximum	Mean	Std. Deviation
Performance	180	3.44	23.33	12.9291	3.81040
PEF	180	3.75	24.44	13.8430	4.47073
PF	180	3.78	25.00	14.5614	4.21659
PER	180	7.08	24.44	15.6342	3.99117
GA	180	5.37	25.00	15.4292	4.25656
Valid N(list wise)	180				

Correlations
Table (3)

		Performance	PEF	PF	PER	GA
Performance	Pearson Correlation	1	.612(**) .000	.639(**) .000	.606(**) .000	.717(**) .000
	Sig.(2-tailed)-N	180	180	180	180	180
PEF	Pearson Correlation	.639(**) .000	1	.597(**) .000	.676(**) .000	.591(**) .000
	Sig.(2- tailed)-N	180	180	180	180	180
PF	Pearson Correlation	.612(**) .000	.597(**) .000	1	.678(**) .000	.807(**) .000
	Sig.(2 tailed) N	180	180	180	180	180
PER	Pearson Correlation	.660(**) .000	.676(**) .000	.678(**) .000	1	.724(**) .000
	Sig.(2- tailed)-N	180	180	180	180	180
GA	Pearson Correlation	.717(**) .000	.591(**) .000	.807(**) .000	.724(**) .000	1
	Sig.(2- tailed)-N	180	180	180	180	180

Collinearity Statistics

Table (4)

Model	Collinearity Statistics	
	Tolerance	**VIF**
Performance	.632	1.582
PEF	.735	1.360
PF	.675	1.482
PER	.705	1.418
GA	.644	1.552

Model Summary

Table (5)

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.7180(a)	.775	.637	.62444

 predictors: (constant), PEF, PF, PER, GA.

ANOVA (b)

Table (6)

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	1331.267	8	166.408	426.775	.000(a)
	Residual	33.533	86	.390		
	Total	1180.800	94			

 predictors: (constant), PEF, PF, PER, GA.

Dependent variable: Performance

Coefficients(a)

Table (7)

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	-.412	.313		-1.316	.192
	PEF	.414	.062	.486	6.626	.000
	PF	.416	.061	.461	6.832	.000
	PER	.030	.029	.031	1.033	.005
	GA	.059	.030	.066	1.977	.051

Dependent variable: Performance

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