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The reality of using communication technologies in the organization (field study at Algeria Telecom Company in the city of Bechar)

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Abstract:

Through our research topic entitled: The reality of using communication technology, a field study at the Operational Directorate of Communications (Bechar), we aim to address the study of the reality of communication and the extent of the use of modern technology among employees of both genders, males and females, in the professional space, based on their opinions, impressions and ideas in this sector, which allowed us to form a set of indicators, which served as a starting point for this study, after we asked the main question: How effective is communication technology in the Algerian Telecom Organization?

Among the indicators: communication channels in the institution, the atmosphere of the professional space, the organization within the organization, job satisfaction, in addition to knowing the importance of communication technology on work performance from the point of view of the communications sector.

We also relied on the questionnaire as a tool for collecting data from the respondents, as the study sample was intentional, which included 44 employees.

Keywords: Technology, communication, organization.

Introduction:

Contemporary technology is a means of communication and information systems that play a major role in bringing about fundamental changes to our present and future, and causing major changes to the modern social, economic and political environment that has imposed itself on reality.

Hence the importance of this study, which deals with communication technology within the organization, due to its patterns, means and channels that reach the organization's members at the same time, as it has become possible to reach the desired goals and create tremendous impacts on their future, and on the social, economic and political environment of the organization.

This study deals with the reality of communication technology within the organization, as we seek through the above, through the topic of our research "Communication Technology in the Organization", to study the extent of the use and keeping pace with this technology, which results in interactions and work relationships between employees in the work environment, trying to understand and diagnose this relationship, as well as to identify the importance of communication technology in the organization, from the point of view of the communications sector in one of the Algerian Telecommunications institutions (Bechar).

First: Reasons for choosing the research topic:

- 1- The subject's ability to be studied and researched cognitively and methodologically.
- 2- This topic is one of the era's requirements, due to the role of communication technology in developing institutions and improving performance.

Second: Study importance

Through this study, we aim to determine the roles of employees within the institution due to communication technology, understand and describe the role of communication technology in the organization,

and study the interactions and professional relationships based on it, to ensure the continuity and smoothness of work.

Third: Study objectives

- How to determine the roles of workers within the institution due to communication technology.
- Understanding and describing the role of communication technology in the organization.

Fourth: The problematic

To what extent is communication technology effective in the Algerian Telecommunications Company (in the Operational Directorate of Bechar)?

The following questions branch out from it:

1. Do social determinants play a role in the use of communication technology?
2. Is job satisfaction related to the use of communication technology?
3. Is there an impact of communication technology on the organization within the institution?

Fifth: Study hypotheses

1. Social determinants play a role in the organization within the organization.
2. The more communication technology is employed, the more job satisfaction increases among workers.
3. The use of communication technology is positively reflected on the organization within the institution.

Sixth: Study Concepts

- Communication:

Berleson-Stater defined communication as: The process of transferring information, desires, feelings, knowledge and experiences, either verbally or using symbols, words, images and statistics, with the intent to persuade or influence behavior.

Berlew defined it as the art of transferring information, ideas and motivations from one person to another.

- Technology:

AbdAlalim Al-Farjani defined technology as the science that is concerned with improving performance, practice and formulation during scientific application.

Gilbert defined it as the systematic application of scientific knowledge, or any other knowledge to achieve scientific tasks.

As Holt defined it, it is the study of how to put scientific knowledge into scientific use to provide what is necessary for human living and well-being¹.

- Organization:

It is defined as a semi-closed social relationship, the social system of which is determined by the leader or a public body.

Leiter defined it as: The organization is a social entity developed by individuals to achieve things that cannot be achieved otherwise, or it takes diverse individuals, knowledge and raw materials and places them in a structure and system to express an integrated unit².

Seventh: Previous studies

The first study of Belabaa Khadija, Maamouri Souriya, entitled: The role of information and communications technology in gaining competitive advantages in business organizations.

- The study concluded with the following results and recommendations:

- Intellectual capital consists of structural, human, and customer capital.
- Information and communications technology are all tools that contribute to storing, retrieving, and processing information, to achieve excellence compared to other competing organizations.

-The second study of Ben Ouassif Maryam, entitled: Labor relations and their impact on job performance in the Algerian industrial institution.

-This study concluded with a set of results, the most important of which are:

- The existence of informal social relations between categories of workers within the institution, represented in the concepts of friendship and fellowship.
- The lack of collective disputes and strikes due to the strength and effectiveness of the union branch within the institution, which was able to achieve the demands of employees.

Eighth: Study areas

- Spatial area: The field study was conducted on a sample of administrative and technical employees (males and females), specifically in the Operational Directorate of Communications in Bechar.

¹Bachir AbdAl-Rahim Al-Kloub: Technology in the Learning and Teaching Process, Publishing and Distribution House, Jordan, 2005, p. 31.

²Ali Saad Alwan, Causes of Work Accidents and Injuries in Iraqi Industrial Organizations, An Analytical Study in Wasit Textile and Knitting Factory, Volume 1, Issue 2, 2020, pp. 5-14.

-Temporal area: The study was conducted during a period specified between January 2023 and August 2023.

Ninth: The method used

In our study, we relied on the descriptive method, according to the data analysis focusing on pivotal topics, related to the study hypotheses, in the form of a descriptive presentation based on calculating frequencies and percentages, to reach scientific results.

Tenth: Data collection tool

We distributed 44 questionnaires to the employees of the Operational Directorate of Communications in Bechar, where we were satisfied with the information provided for the subject of our study, which would enrich the result of the study.

Eleven: Data presentation and analysis:

Table No. 1: Shows the sample distribution of the extent to which the institution uses communication technology at work according to the gender variable.

Gender	The respondents' opinion on the extent to which the institution uses communication technology at work			The total
	Very High	Medium	Weak	
Male 61.36%	1 %3,7	12 %44,4	14 %51,9	27 %100
Female 38.63%	1 %5,9	8 %47,1	8 %47,1	17 100%
The total %100	2 %4,5	20 %45,5	22 %50,0	44 %100

Data Analysis:

From Table 1, we notice the distribution of respondents' answers as follows, where we find that the highest frequency represents the male category, which ranks first in the use of communication technology in the institution at a very high level of 51.9%, a medium rate of 44.4%, and a weak rate of 3.7%. While in the female category, we notice that there is equality between very high and medium, as their percentages reached 47.1%, and weak at 5.9%. As for the gender variable as a whole, very high use topped the list at 50%, followed by medium use at 44.5%, which indicates the reliance of both genders on communication technology, and the institution's interest in it, and the lowest percentage of weak use did not exceed 4.5% due to the nature of the position that does not require the use of technology.

Table No. 2: Shows the sample distribution regarding training courses, with the aim of using communication technology, according to the gender variable.

Gender	The respondents' opinion about taking training courses for the purpose of using communication technology		The total
	Yes	No	
Male %61.36	20 1%74,	7 %25,9	27 %100
Female %38.63	9 %52,9	8 %47,1	17 %100
The total %100	29 %65,9	15 %34,1	44 100%

Data Analysis:

We note from Table 2 that the percentage of males who completed training courses reached 74.1%, and represented the largest percentage of males who did not complete training courses, which amounted to 25.9%, while the percentage of females who completed training courses amounted to 52.9%, and those who did not complete training courses amounted to 47.1%. We note that the gender variable as a whole, the percentage of those who completed training courses amounted to 65.9%, which is the largest percentage of those who did not complete these training courses, which amounted to 34.1%, and this shows that the institution wants to raise the

capabilities of employees in using communication technology, especially males, who have the largest percentage due to their ability to move if the internship is outside the state.

Table No. 3: Shows the sample distribution regarding the facilitation of communication technology for work performance within the organization.

Experience	Communication technology facilitates your work in the organization		The total
	Yes	No	
Less than 5 years 100,0%	2 66,7%	1 33,3%	3 %100
From 5 to 10 years 100,0%	12 85,7%	2 14,3%	14 100%
More than 10 years 100,0%	25 92,6%	2 7,4%	27 100%
The total 100,0%	39 88,6%	5 11,4%	44 100%

Data Analysis:

Table 3 shows the distribution of respondents regarding the role of communication technology in facilitating their work, as the answers of the category of less than 5 years of experience were represented by yes at 66.7%, while the percentage of no was 33.3%, and in the category of 5 to 10 years, the ranking was yes, at 85.7%, greater than no, which was 14.3%, while the ranking of those with more than 10 years of experience was yes at 92.6%, and no at 7.4%. As for the total study sample who answered yes, they ranked first at 88.6%, followed by no in second place at 7.4%. The previous result reflects that the greater the experience, the greater the role of communication technology in facilitating work performance within the institution, as this result is consistent with the findings of the study (Hammoud Rachad and Samar Mahran, 2019)*

Table No. 4: Respondents' view on whether the institution is working on developing communication technology use skills.

Occupied job	The Foundation works on developing skills in using communication technology		The total
	Yes	No	
Administrative	23 92,0%	2 8,0%	25 100%
Technical	16 84,2%	3 15,8%	19 100%
/	39 88,6%	5 11,4%	44 100%

Analysis of the data in Table No. 4:

Through the statistical reading of the table, we notice that the majority in the administrative category answered yes, at a rate estimated at 92.0%, and it is met with no, at a small rate estimated at 8.0%, and this is also observed in the technician category, where the percentage of yes reached 84.2%, which is greater than no, which did not exceed 15.8%. As for the total percentage of the respondents' view as a whole, about whether the institution is working to develop communication technology use skills, yes reached the largest percentage at

88.6% compared to no at 11.4%, which explains the great interest of the Algerian Telecommunications Corporation in developing communication technology techniques, regardless of the small percentage that answered no, and this is due to the type of position occupied, which may not require more skills than others, as indicated by the previous study by researcher Lamine Alouti on the efforts made by the institution with the aim of developing its human resources to ensure better use of technology³.

Table No. 5: shows the respondents' opinion on whether communication technology contributes to dividing and clarifying tasks in the organization.

Occupied job	The Foundation works on developing skills in using communication technology		The total
	Yes	No	
Administrative	21 84,0%	4 16,0%	25 100%
Technical	14 73,7%	5 26,3%	19 %100
/	35 79,5%	9 20,5%	44 100%

Analysis of the data in Table No.5:

From Table No. 5, which shows the respondents' opinion on whether communication technology contributes to dividing and clarifying tasks within the institution, we note that at the secondary level, the percentage of yes was 62.5%, and those who answered no reached 37.5%. As for the university category, the percentage of those who answered yes was 77.8%, while the percentage of no was 22.2%, while the total sample was 75% for yes, compared to 25% for no, which explains the importance of communication technology in dividing the tasks of employees in the Algerian Telecommunications Corporation, which is what Max Weber explained in his theory of bureaucracy (the literal and strict division of labor and the submission of workers to the official laws and controls of the institution)⁴.

General results of the study:

The study we conducted on the use of communication technology by the Algerian Telecommunications Corporation in the city of Bechar, specifically in the operational directorate, and after analyzing the composite tables, revealed the following results:

1. In terms of social determinants: male gender is 61.36%, exceeding female gender which is 38.63% in terms of number.
2. Use of communication technology at work between good 50%, and average 45%, and this was observed in the work departments within the institution
3. Communication technology facilitates work and organizes it within the institution, which was confirmed by all sample members by 100%.
4. A good impression among the most experienced employees about facilitating work using communication technology after the transition from traditional to modern work.
5. The institution's interest in developing human skills in the field of technology, which was confirmed by 88.6% of the sample members.

Based on the above, and through the results of the study, we recommend presenting the following suggestions:

- The necessity of keeping pace with the requirements of the era, by expanding the communications infrastructure, and developing it appropriately.
- The necessity of formulating a long-term strategy, to take into account and generalize the use of communication technology in all sectors and fields.
- Developing a strategy that ensures the continuation of work with high performance within the organization, by applying electronic management within a general strategy.
- Disseminating the ideas of spreading electronic management to all employees at all levels.
- Motivating employees at work, especially women, to love looking forward and keeping up with everything new.

³Lamine Alouti: Information and Communication Technology and its Impact on Improving Economic Performance in Institutions, Unpublished Master's Thesis, Faculty of Economics and Management Sciences, University of Algiers 2003/2004, p. 11.

⁴Op cit.

The technological development in the world, and the means and technologies of communication it has produced, has provided many opportunities that allow for the sharing of information and organizing work among all users of this technology with the possibility of interacting with it.

This technology, in its various types, is one of the means of communication that has invaded various areas of social life as a means of communication and information exchange, which has forced many institutions to adopt communication technology to link communication between members of the organization, and to try to exploit it and invest in it and make it one of the most important means on which it relies, to achieve its goals and transfer its internal communication content between employees.

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