

Study the Influence of Information Technology on Productivity of Profit Organizations

(Case Study: Development Insurance)

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Abstract:

The purpose of this research is to study the Influence of Information Technology on Productivity of Profit Organizations. The statistical population of the study consisted of all managers, experts and management factors (175 persons) in the development insurance company. The Cochran formula (120 people) were selected randomly and categorized in order to collect statistical information, questionnaires containing information packaged was used with 34 questions and a productivity questionnaire with 26 questions (Hersey and Goldsmith 1980). The face and content validity of the questionnaire was approved by 10 management experts and its reliability was confirmed in a preliminary test with 30 subjects and confirmed by Cronbach's alpha. For analyzing the data, descriptive and inferential statistics such as Kolmogorov Smirnov, T-1 and Regression were used by SPSS software. The results of the research indicate that the amount of information technology is moderate with the perception of experts about the efficiency of the development insurance company, which information technology directly affects the returns of human resources.

Key words:

Information Technology, Development Insurance, Organizational Productivity, Human Resources.

Introduction: In today's post-industrial society, organizations inevitably need to endeavor to survive and dynamically change the process, which is a good indication of their complexity. In the meantime, educational organizations are actually managing their change management and management change. In line with the role of the knowledge and skills of managers in the organization, a set of management strategies, management change (understanding change, planning change, implementing a change program and stabilizing change) should be used. Also, in the third wave of civilization, industry, production, and complex production tools, they replaced their place with the information, knowledge and tools of the soft science students, and for those who want to not be surprised at this time, and its benefits as a brilliant opportunity. It is necessary to equip itself with the requirements of this age and to lead its growing competition. In the process of growth, development and progress in the first countries of the world, due to the availability of necessary infrastructures and scientific, technical and managerial pioneering. It is fast and this trend is moving towards developed and developing countries and so on, slower and with a slowdown. Straw and place it along. However, the impact of the Internet, satellite, radio and television and media on the transfer of these new developments and technologies to the less developed countries

will surely be realized. Thus, in today's world, customers are looking for the shortest and fastest way to apply for and buy goods. They bring the future to each and every one of the technology and become one of the key categories of futurists. Technology is indispensable for the study of the future of each area, and every individual, organization or community must identify and analyze its future technologies and determine its own path. In this approach, the insurance industry should be an economic, welfare and capital polar. More than ever before, due to the fact that insurance companies, including the insurance company of Asia, have full support for health as a human capital and economy of the country, as well as in order to achieve the goals envisaged in the Fourth Development Plan of the country Law, The ability to design and provide new insurance cover to the diverse needs of comprehensive segments And help their economy.

In the same vein, in recent years, the insurance industry has introduced a variety of initiatives to the community, which is facing the public eye, while the industry is struggling with the challenges and challenges of implementing its plans, which 5. The traditional and inadequate structure of insurance companies that do not conform to the structure of the trading companies and in many cases allows flexibility and mobility in accordance with the environmental conditions of the companies. Now, with the above, the fundamental question What is the impact of IT on the productivity of for-profit organizations?

Theoretical background: IT (IT) IT (IT) is a set of techniques that help us integrate, store, process, retrieve, transmit, and receive information. Technology focuses on the optimization and support of active systems based on information and knowledge, as well as on the knowledge and skills of using modern technologies such as computers, Internet and But what is more important than the definition of IT is to understand and understand the concept of information technology. In the early years of the new millennium, the information society has replaced the industrial community and millions of people around the world have turned to information

are the most important ones. From ; 1. The impossibility of optimally utilizing the full capacity of the insurance industry and the failure to identify and accurately calculate the extent of the country's insurance requirements for relying (assignment) and not determining the actual need of the country for foreign reinsurance by the insurance industry. 2. Lack of necessary coordination between universities and higher education institutions with insurance companies and applied research in the insurance industry, which caused the insurance industry to be dependent on the sources of technical information of foreign institutions and specialists. 3. The bugs, ambiguities and barriers contained in the Insurance Regulations of the Insurance Companies that must be reviewed by the High Council of Insurance in accordance with the needs of the country's state of affairs. 4. The fluctuations in the interest rate on life insurance policies in its associated risks, which cause ambiguity and doubt for buyers of life insurance and savings compared to bank and inflation interest rates and the development of life insurance, which is a fundamental requirement of the country Serious damage.

businesses, and information technology has access to transfer, processing It has made it easy to keep and exchange information, and has been the initiator of a new chapter in human life (Ebadi, p. 27) Information: The second level of knowledge management is information.

This level contains quantitatively summarized data that was grouped, stored, refined and reviewed to be meaningful. This level of data also does not represent knowledge. They represent the beginning of information management, information that the manager can use to do more than process individual interactions. Information often takes the form of numbers, words, and statements accumulated and provides meaning that is larger than that which is extracted from raw data. Scores of Application of Information Technology- Communication in Teaching. Individuals in Business Environments: Florin (2004) describes the advantages of using information and communication technology as follows: - Facilitate private tutoring programs: These programs imply a kind of teaching

methodology using technologies that require individualized computer-based learning programs.

- Improved exploratory learning enhancement: With the help of technologies, exploration learning environments have expanded as with private education programs, while exploratory teaching in virtual learning environments allows learners to interact with learning materials and learn from them. Have more control. Internet is an example of information technology-communication that can be useful in exploratory behaviors.
- Application of information and communication technology as a tool: This kind of learning through the use of information and communication technologies involves the use of technology tools such as word processor programs, such tools can be found in non-teaching environments such as home.
- Facilitating communication: Many technology devices help learners connect, such as voice synthesizers.
- The use of information and communication technology as a measurement tool: The computerized assessment system can be more than one device for recording and summarizing data. Singleton (2004), like Florian (2004), emphasized some computer-based assessment privileges such as saving time, work and expenses, interesting motivational tests, more precision and standardization.
- Application of information and communication technology as a management tool: Instructors need to design programs that identify learning problems for the development of individual learners' learning. Information and communication technologies can help them in this. The Internet is increasingly known as a management tool, and is now used as a specialized tool for knowledge learners.

Influence of Information Technology in Organizations: One of the reasons for the adoption and application of virtual organizations is that virtual organizations, because they rely heavily on information technology, have inherent advantages, which are based on knowledge-based management. In these organizations, knowledge will be the driving force behind the virtual organization. These organizations tend to rely on information technology. It is important to remember that technology should not be considered as the ultimate goal (Ashraf al-gha'ali, 2002). Of course, in this way, it's worth considering "Rogels" (1997), who believes that not

all computer-based knowledge management tools are in place (Chittsazian, 2006: p. 30). Rogels (1997) divides management tools into three categories, distinguishing between them: 1. Some tools are for the production and customization of knowledge. This category includes the creation of a new idea, the design of new models, the integration and integration of various scientific disciplines and, finally, the development of new processes in the organization. Second Category 2: The use of these tools in the partitioning and coding system of knowledge. This toolkit allows knowledge to reach universal accessibility and transfer between individuals and organizations. 3rd-third category are tools for sharing knowledge (Chittazian, 1385: p. 31) Alawi and Taiwan (2003) describe information technology as "knowledge systems" and group them into four processes:

1. Creation: To create and develop new capabilities and portfolios
- 2- Saving / Recovery: To develop organizational memory about the internal (personal and organizational culture) and foreign (formal policies, trends, computer and personal files)
3. Transfer: To transfer knowledge from one location to another
4. Application: To use knowledge in problem-solving and decision-making processes

According to authors, a number of IT tools are used to support these processes: - Electronic learning and knowledge creation process support systems- Data storage, data meaning, and reservoirs for storing and retrieving processes- Transmission support systems and information entries for the transfer process- Certified systems and back-up systems

Therefore, information technology has a particular impact on the dimensions of human resource and production efficiency of the organization. Because technology brings together individuals and groups that are needed, such as virtual teams, virtual communities, virtual commerce, and commerce, Kim and Lee (1996), finding easy and extensive access to shared data makes virtual organizations more flexible.

Information exchange, easy access to data and telecommunications, enables one organization's employees to dynamically create their unit of work in different geographical contexts and time dimensions. Therefore, an organization can have a better chance of becoming a global class by being

flexible and virtualized (P.109: 2006, Mohamed) and thereby increasing its productivity level to attract target markets, Continued productivity and factors affecting it at business levels.

The concept of productivity: Productivity is a concept that is used to show the ratio of the output of an individual, unit and organization. The higher the productivity of an organization, the lower the cost of producing a unit of labor. In a highly competitive world today, if we want to increase the productivity of our workplace organization, we must produce fewer human resources, less capital, less time, less space and, in general, less resources. The productivity of an organization depends more than any other factor on the knowledge, skills, abilities, attitudes and behavior of its employees. There is a positive correlation between the two factors of productivity and the quality of work, and in order to better understand the concept of productivity, it is necessary to get acquainted with the definition of the quality of work. Quality includes goods and services that meet the needs of the consumer and the provider of income. It is noteworthy that the quality of a product is at its highest and its price may be at the lowest level (1999). Also, productivity is one of the important concepts in the economy that shows how to use the factors of production in the production of the product. In general terms, productivity is the ratio of output to inputs. Productivity is considered as one of the important sources of economic growth in countries and increasing the competitiveness of the firm. So that advanced and developing countries have achieved a significant share of their economic growth through this.

Planning to improve productivity: In order to achieve productivity improvements, programs often do not write because of the fact that they are not detrimental to the people who need to implement them, and do not have a desirable executive instruction, which leads to failures. In order to design a comprehensive and comprehensive program in order to improve productivity, we must follow the steps and steps above. 1- Analysis of the position of organization or company 2. Designing an Improvement Program in Productivity 3. To create the necessary motivation and knowledge about productivity 4. Run the program 5. Evaluation of the program (Taheri, 1378). Measuring Productivity:

Productivity is a measure of performance and evaluates the relationship between inputs (that is, what we use in production) with outputs or output or output (that is, what we obtain). Inputs include: machinery, materials, tools, human resources, capital, land, energy, management, time, and so on. Trademarks are: goods and services. Since resources (inputs) are limited, they should be used optimally through the implementation of productivity management.

Workers and employees, producers, consumers, and in other words all the people and the country benefit from higher productivity. As stated in the previous chapter, the combined cycle productivity management cycle has four stages. (A) Measuring and measuring productivity (B) Evaluating productivity (C) Planning for productivity improvement (D) Improving productivity .Each organization at the stage of measuring the productivity according to the type of activity, including production or service, selects a number of performance indicators that are appropriate to the operations of the organization and, based on their analysis, evaluates the entire set of each of its units. In the next step, the planning of the acceptable levels of the productivity index (goals) in the next period, along with strategies for reaching it, is determined. Finally, in the fourth stage, the process of improving productivity is taken in accordance with several methods, so that in the next round of the productivity management cycle, the overall productivity index of the past will tend to improve. In this chapter, we will discuss in detail the indicators of productivity measurement.

Conceptual model – research: All research studies are based on a conceptual framework that identifies the variables and relationships between them (Eduard Zou et al., 2008, p. 23). Since each research needs a conceptual model that is appropriate in the form of an analytical tool, Variables and relationships between them are depicted. In this research, the researcher introduces a selected model by combining the models of the experts. The conceptual model of this research is based on the knowledge management dimension based on human, structural and technological indicators

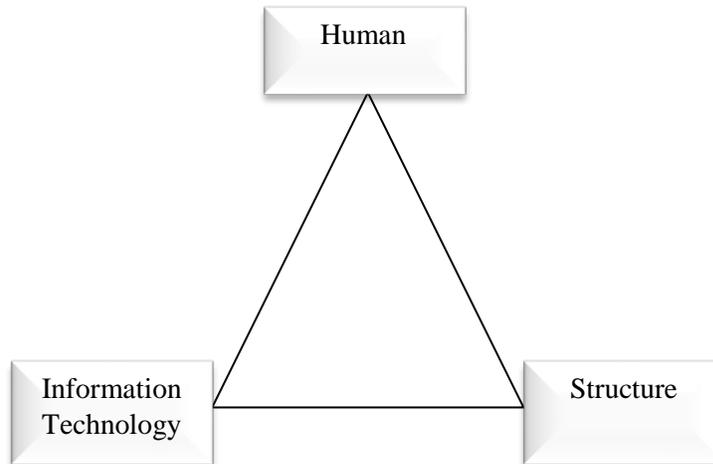


Chart 1 Basic Knowledge Management Bases K. M. B

Some writers have presented the human resource productivity model as follows (Afraz, 2001). The effective factors of human resource productivity are: (a) wanting (b) ability (c) Possibility Human resource productivity model and knowledge management :

Here is a model for combining two models , human resource productivity model and knowledge management. Combining these models in Module 2 is evident.

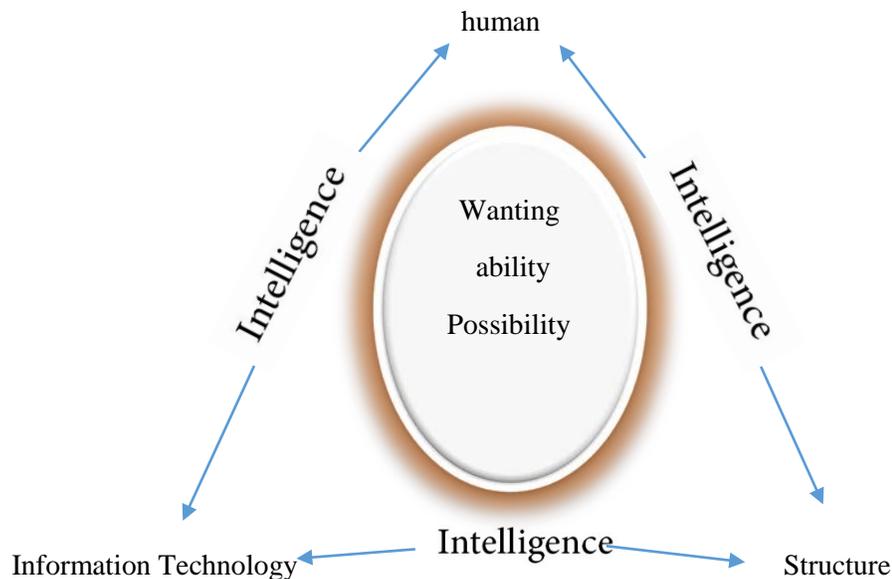


Chart 2 Source: Zahedi, Najari, 2008

Research hypotheses: Based on the goals and research questions and the background and review of the research and the conceptual model of knowledge about the effect of knowledge

management on business productivity, the hypotheses developed in this study are presented as follows. A. The main hypothesis Information technology affects the productivity of profit

organizations. B) Hypotheses: 1. Information technology affects the desire factor in profit organizations 2. Information technology affects the ability factor in profit organizations. 3. Information technology affects the possibility factor in profit organizations

Research Methodology : This research is based on the goals set forth in the study " the Influence of Information Technology on Productivity of Profit Organizations ". The present research is a applied research method with a descriptive survey approach. The purpose of the survey is to identify the society under study. Hence, in the survey research, the systematic collection of information from the samples takes place. In this type of research, the researcher tries to report what is happening without any interference or mental inference, and obtaining objective results from the position. The purpose of this method is to describe, record, analyze and interpret existing conditions.

Statistical Society : The statistical population of the study consisted of all managers and experts (175 people) managers, experts and management factors in the development insurance company, which was selected randomly by stratified random sampling based on Cochran formula (120).

Information gathering tool : To collect the data, two questionnaires containing 34 questions were used, containing 26 questions. The validity of both questionnaires was confirmed by the professors. In order to achieve the reliability of the questionnaire, a preliminary study was conducted with 30 subjects. The reliability was calculated

using Cronbach's alpha method. The coefficient 0.77, the Knowledge Management Questionnaire 0.84 and the Information Technology Questionnaire 0.88 Came. **data analysis method:** In this research, descriptive statistics including mean and standard deviations and inferential statistics methods including Fisher test were used to compare the correlation coefficient in independent samples, Pearson correlation coefficient and multivariate regression. To analyze the data obtained from the samples, Descriptive statistics and inferential statistics methods were used. In fact, the variables of the research were first tested using descriptive statistics methods and then analyzed by SPSS software, so that according to descriptive statistics, the data in The format of frequency distribution tables and central indicators and dispersion were presented and according to two-dimensional tables and statistics, and appropriate tests of the relationships between them were investigated.

Research findings: To determine the factors affecting productivity and productivity, and how to measure the productivity of the production factors, there are different approaches. A group of these approaches are methods based on the production process that can be used to measure the productivity of the factors of production (Nasr Esfahani and Razavi , 2010). As stated above, the findings of the statistical tables of the study in this chapter also reveal the relationship between information technology and the productivity of the development insurance company.

Error rate	Meaningful level	Test ratio	Ratio observed	Frequency observed	Likert Spectrum	Research variables
0/05	0/000	0/50	0/22 0/76	9 23	Medium and less - above average	knowledge management
0/05	0/000	0/50		8 30	Medium and less - above average	Productivity of Development Insurance Company

Table 1; test results of variables

Based on the table, because the level of significance is smaller than the error rate and the observed ratio is greater than the test ratio, the assumption that the impact of the information technology is higher than the average level is confirmed and also the assumption of the role of information technology impact on the insurance company's productivity The average level is higher, it is confirmed.

Test of research hypotheses:

Hypothesis 1: Information technology affects the desire factor in profit organizations
Table 2: Single-variable regression to examine the relationship between information technology and the productivity of the development insurance company

Meaningful level	F value	Averages of squares	The freedom Degree	Sum of squares	Source of change
0/001	7/595	0/250	1	0/258	Regression
		0/440	117	51/892	Remaining
			118	52/321	Total

Hypothesis 2: Information technology affects the ability factor in profit organizations. Table 3: Univariate regression to examine the relationship

between information technology and human resource efficiency of the Development Insurance Company

Meaningful level	F value	Averages of squares	The freedom Degree	Sum of squares	Source of change
0/001	8/498	0/240	1	0/345	Regression
		0/284	117	33/365	Remaining
			118	33/366	Total

Hypothesis 3: Information technology affects the possibility factor in profit organizations
Table 4: Single-variable regression to examine the

relationship between information technology and human resource productivity of the Development Insurance Company

Meaningful level	F value	Averages of squares	The freedom Degree	Sum of squares	Source of change
0/001	10/559	4/294	1	4/289	Regression
		0/404	117	47/935	Remaining
			118	52/232	Total

According to the results of the tables and with emphasis on the amount of F and the significance level of less than 0.05, it can be argued that there is a significant relationship between the information technology and human resource efficiency of the Development Insurance Company. In other words, there is the ability to predict human resource efficiency of human resource productivity of the development insurance company through the Development Insurance Company through information technology in the company.

Table 5: Regression coefficients associated with prediction of information technology through

Meaningful level	Amount T	Beta coefficient	Amount B	R^2	Predictive variable	Criterion variable
0/001	3/250	0/286	0/63	0/081	Human Resource Productivity	knowledge management

Regarding the one-variable regression coefficients, it can be argued that there is a significant positive correlation between the information technology and human resource productivity of the development insurance company. Thus, with the increase of information technology in this company, human resource productivity also develops.

Conclusion: In the inferential findings, for data to be natural, since the significance level for both questionnaires is larger than the test level, it is $\alpha = 0.05$, so the distribution of data in both questionnaires has a normal distribution. Not. For this reason, a parametric test was used to test the hypotheses. The results of this study showed that information technology affects the human resources efficiency of economic organizations (Case Study of Development Insurance Company). The results of the research indicate that the productivity index of human resources in Iran is low compared to the countries of the region and East Asia. Shokri (2000) in a research on productivity and its factors in the country showed that the low productivity index is due to the lack of culture and attitude of productivity in the country and the emphasis on human resources to enhance organizational performance in the year Recently, due to the fact that, based on the theory of resources, the human resources of organizations are the only source of scarce resources that competitors cannot easily copy, thereby creating a sustainable competitive advantage for the organization (Henry, 2003). , P. 30-90)

Recommendations and suggestions: Suggestions from the study recommend that insurance company managers, especially development insurance, use information technology for human resource efficiency. It is recommended that the managers of insurance companies, especially development insurance, pay attention to the use of information technology in order to develop productivity in different aspects of the organization. In this regard, attention is paid to the intangible factors and its mediator role in linking information technology with human resource efficiency. And by making scientific studies, they will be informed about their effectiveness and use them efficiently. What has been considered in the fourth plan of economic, social and cultural development of the country about the insurance industry is a comprehensive development and deepening of the culture of insurance at the community level. Considering the theoretical foundations and research background as well as the research findings, in order to solve the problems And the challenges facing the insurance industry, especially the insurance industry, are the following solutions and recommendations for each hypothesis: A) Information technology affects the productivity of profit organizations. -To provide more interactions between the insurance industry and the scientific and research institutions for conducting insurance research and research. B) Information technology affects the desire factor in profit organizations- The design of the organizational structure of the IT application for the insurance company, which calls for flexibility and mobility appropriate to the environmental conditions and consistent with the principles and

conditions of a trading company. Promotion of public awareness and public life insurance claims as a result of the development of marketing and sales of these insurance policies with the aim of increasing social welfare and ensuring the future of the various strata of society. C) Information technology affects the ability factor in profit organizations.

- Gradual and exempted liberalization of the pricing of premium rates in the form of tariffs that provide a suitable basis for the ability to compete healthy in the business environment of insurance. Designing and developing a variety of micro-insurance to support low-income groups in society. - Improvement of the Insurance Regulations of the Insurance Companies and Amendments to the Regulations on Technical Reserves for Life and Non-life Insurance. D) Information technology affects the possibility factor in profit organizations - Creation of centralized databases based on the market situation, economic, social and cultural structure in the composition of economic sectors and based on which it is possible to design insurance products in accordance with customer needs. -Repair and eliminate laws and regulations that conflict with the activities of an enterprise. For this purpose, it is possible to create general and specific fields of insurance.

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