Survey the Impact of Information Technology on Staff Productivity
Case Study: Telecommunication Company of East Azerbaijan Province

Farrokh Kahrobaei Vaighan

Department of Management, East Azerbaijan Science and research Branch, Islamic Azad University, Tabriz, Iran

Reza Khodayi Mahmudi

Corresponding author, Department of Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran

ABSTRACT

Information technology penetration to the structure and levels of an organization that inevitable arrival of the era of information technology. One of the major issues for any organization, productivity of employees. The aim of this study was to investigate the impact of information technology on productivity of employees. Methodology This study is based on objective, functional and descriptive information collected by way of a survey. The target population included 250 employees of Telecommunication Company of East Azarbaijan Province. Using Morgan table suitable sample size was 148 people. A questionnaire was used to collect data. Data analysis in two parts: descriptive and inferential statistics using SPSS software was used. The results showed that the dimensions of information technology (Information technology

availability, the development of information technology, ease of learning and use of information technology and align Information technology with corporate objectives) are affecting staff productivity.

Key words : Information technology, productivity, staff

Introduction

With the increasing development of science and technology and extensive flow of information, today, our society needs to foster human beings who are able to think creatively and to solve the problems facing them. Increase creativity in organizations can improve the quantity and quality of service, reduce costs, avoid waste, reduce bureaucracy and enhance the efficiency and productivity and motivation and job satisfaction among employees lead Use of information technology, along with a variety of information systems that are designed for different needs, have been developed. Enables IT managers to organize, environment and communicate more and communicate better. Greater participation in decision-making, increase the speed of decision making, faster identification of problems, reduce the height of the pyramid organization, improve coordination and increase professional staff, only some of the effects that information technology and information systems on some of the organizations.

Information Technology:

IT's a very simple concept of using a series of tools that this means the processing, preservation, collection, storage, distribution, transport, security is applied on the information. This definition is for those who want to become familiar with information technology IT, and quite simple and clear definition. Source of information and insight in human knowledge and the purpose of the use of information technology, human awareness and discipline in the running.Three pillars in information technology include: hardware, software, and that software (KM). In general, the emergence of this discipline, computer science has faced

massive change. And while computer science and information technology leading position to its fully independent.

Efficiency:

Productivity is to maximize the use of resources, manpower and scientifically measures to reduce costs and employee satisfaction, managers and consumers. Other definitions, labor productivity and maximum use of human resources in order to move toward organizational goals with minimal time and cost involved. Based on the theory of national productivity, productivity of a rational attitude to work and life. This is similar to a culture whose goal is to work smarter for a better life is sublime. Productivity is possible to gain maximum benefit from labor, power, talent and skills of manpower, land, money, equipment, time, location, etc. To enhance the welfare of society, so that increase as a necessity, in order to improve the lives of people and communities always considered experts in politics, management and economics. The effect of information technology on forty that employee productivity is measured using a questionnaire.

Impact of Information Technology on employee performance:

In today's world that the age of information technology, known as one of the clearest indicators of progress, information literacy and coordinate the various positions are updated every society technologies .Our world has entered a new era that may or knowledge of the information age and the new society, the information society, he said. The emergence of new information technology and the impact that has on different aspects of life, to the emergence of some fundamental changes in the relations between human societies has led. These changes resulted in a competitive environment is the main driving force behind much of this research is information technology, The information technology and computer systems, or the practical application could take a big step .The phenomenon of information technology at speeds significantly affect human demands and new needs are created. Challenging world of today, on the basis of good people and powerful organizations have been

established. Today, IT can be a powerful tool for improving the quality and efficiency of employees is used. Increasing development tools based on these technologies and rapidly adapt it to the needs of human beings has led to a new form of interactive learning environment and creative, active and inclusive environment. Today one of the most important sources of power in organizations is, therefore, obtain information, particularly information that seems to be the central role or strategy in the organization, can be used to build a power base and influence in the organization used .

In order to succeed in today's business environment is changing, organizations have the knowledge, ideas, energy and creativity of all employees, including frontline employees to top managers, need. To accomplish this, Organizations by enabling their employees to encourage them to take the initiative without pressure, honoring the collective interest of the organization with minimal supervision and duty as the owner of the organization, their action. Empowerment, especially in virtual environments that are members of face to face interaction stripped and forced to act independently.

Employee Performance Appraisal:

Although the concept of performance management, a new concept is considered, but the performance appraisal during the past few decades has been one of the most controversial service personnel and management practices**.** And it can be said that performance management with the introduction of a range of views and provoking different emotions, one of the most complex operations and processes human resource management. In many organizations, performance evaluation an integral part of human resource management programs and professional development is a very efficient tool and used for multiple purposes. Ayvansovich (2007, p. 253) the objectives of personnel evaluation in the development of employee motivation, recruitment and manpower planning and effective communication between employees and supervisors mentioned. Snell and Bulendr (2007, p. 333) and New et

al. (2008, p. 347), as well as personnel evaluation purposes into two categories executive administrative development goals and objectives have divided following figure shows the application of the results of performance appraisal objectives and administrative development is implemented.

Development goals	Executive administrative purposes
- Providing performance feedback	- Documenting decisions related to personnel
- Identify the strengths and weaknesses of individual	- Determination of the promotion candidates
- Identify performance	- Determine the duties and responsibilities
- Help identify targets	- Identification of poor performance
- Assessment of the achievement of objectives	- The decision on expulsion or maintenance
- Identify individual learning needs	- Validate the selection criteria
- Identify organizational training needs	- Evaluation of educational programs
- Strengthen the power structure	- To decide on the compensation and reward
- Improved communication	- Meet legal regulations
- Provide land managers to help employees	- Planning staff

Factors affecting the increase in labor productivity: The factors affecting the productivity of opinions, but all the authors in this field nearly in this regard agree to increase productivity only one cause that can be offered, but argue that productivity can be caused by a combination of various factors, he said.

• Create the desired behavior and actions of leaders and managers: Management and leadership responsibility should be given to those who, while having certain personality traits, leadership and management style appropriate to apply and are morally pattern.

• providing the necessary conditions and job development for all people.

• periods of in-service education and training should be periodic in-service training and staff training as an imperative and continuous be considered, because only through education the staff's efforts with existing facilities and the development of new scientific coordinator slow.

• All functions and instructions and rules and regulations must be clear to employees and nowhere there is no ambiguity for them.

 • The authority to staff, so that they feel a greater sense of our daily activities.

• At the time of recruitment are trying to attract people to choose their professional and effective oral and written tests are necessary.

• Try to employee participation in the decision-making and goal setting programs. The result will be that employees feel their responsibility in implementing activities and more efforts in achieving the goals of the organization.

• High quality of work life: the importance of the concept of quality of work life is respect for people in their work environment.

Discussion and conclusion

Efforts to improve the effective use of various resources such as labor, capital, materials, energy and information, the aim of all economic organizations and units manufacturing and facilities management services. There is an appropriate organizational structure, procedures, efficient, equipment and tools in healthy, well-balanced work environment and most importantly qualified and competent human resources are the necessities to achieve optimal productivity that should be considered by managers. Conscious and informed participation of employees in the affairs of their efforts with discipline, can affect the: The fix for improving efficiency and productivity, especially in a turbulent environment and coupled with insecurity. One major goal of the organization is to promote productivity and the fact that man has a pivotal role in the development of productivity applications for the work he puts in place key. Given the particular importance of information technology and the rapid growth of technology has affected all aspects of typical organizations, Should use that skill, creativity, change the nature of work and maximum flexibility in the organization's staff to be institutionalized. The use of IT in an organization, it minimizes human error in the data processing network, speed up customer service and increase customer satisfaction is the most important, The deployment of information technology to enhance the knowledge and ability of an organization to connect easier, more accurate and less expensive to, And

that human error in the data processing network decreases. Today, organizations use to the computer and to automate part of the mid-level management functions, commands and transmit the message without the traditional structure of management throughout the organization. In this way, employees greater access to information and knowledge they will and in doing their jobs too early to conclude. Study the impact of IT on employee productivity measured, the results showed that the dimensions of information technology (availability of information technology, the development of information technology, ease of learning and use of information technology and align IT with organizational objectives) are impacting on employee productivity.

References

AduseiU Alexander yaw, (2000)." In formation communication technology development in third world countries: the case of Ghana"Dissertation a bstract . PhD , the Ohio state university.

Bai. Rong. Ji & Lee. Gwo. Guang, (2003). "Organizational Factors Influencing   The Quality Of IS/ IT Strategic Planning Process", National Taiwan University of Science .

Baninajarian, N., Abdullah, Z. and Bolong, J. (2011). The role of email in improving task performance among the executives in Malaysia, Australian Journal of Business and Management Research,62-52 :(4)1.

Byrd, Terry Anthony. Bruce, R. Lewis. Robert, W. Bryan (2006). "The leveraging influence of strategic alignment on IT investment: An empirical examination" , Information & Management 43 , 308–321.

Cartwright, Susan, 2003, "new forms of work organization", leadership & organization development Journal, Vol. 24, No. 3.

Daniels, Carolina , (1994). Information Technology the management challenge.

Gardner, Disharyan , 2003, "Virtual HR", Journal of vocational Behavior.Vol.3.

Jian, Guowei, (2004). In formation and communication technology (ICT), culture, and power: Toward a "NCO- sociotechnical" theory of organizing. Dissertation abstract PhD , university of Colorad , at Boulder.

Min, Johns, (2003). Productivity growth and in formation communication technology investments in the united states. Dissertation abstract PhD. George mason university.

Noe, R.A, Hollenbeck, J. R, Gerhurt, B & Wright, P.M. (2008). Human Resource Management: gaining Competitive advantage. New York: Mc Graw Hill.