



Examining the Influence of Applying New Integrated Information Systems of Management on Improving Customs Output Port Clients (Case Study: West Azerbaijan Customs Office)

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Abstract: The aim of the present study was to examine the influence of applying new integrated information systems of management on improving customs output port clients. The statistical population comprised of all 445 employers working at West Azerbaijan Customs office. Using Morgan table, the sample size was determined as 132. to collect the data use was made by questionnaire. To determine the validity of the questionnaire, the research supervisor made the comments. To assess the reliability, Cronbach alpha coefficient was employed which yielded 0.79 value. Different dimensions of management information integrated systems including electronic information transfer, applied software strategy, information sharing strategy and establishing communication as well as receiving and sending information strategy were studied. The result indicated that there was a relationship between the two variables. It is worth noting that the employed tests involved Kolmogorov- Smirnov and regression tests as well as Pearson correlation coefficient.

Keywords: information integrated systems, electronic information transfer strategy, applied software strategy, information sharing strategy and communication, information receiving and sending strategy

Introduction

The organizations are in strong competition and information has been changed to the key resource of many organizations, in fact, the concept of evident competitiveness has been changed to invisible competition. Software movement and rapid change of management science as well as their effects on organizations led to the fact that the managers seek for solutions in order to experience development. The decisions made in this regard would have direct influence on the development, therefore, the access of proper information can assist the manager in this regard. In addition, due to the fact that the economic relation among different economic sectors is complicated, the consistency of organizations and a commercial sector is achieved through having access to the information. Hence, the importance of the topic gets more tangible. Obtaining proper and on-time information was an expensive procedure so that the management since and accounting could achieve their organizational goals. It is expected that fundamental changes occur in methodologies dealing with information systems.

Achieving effective performance in every organization necessitates the awareness of activities and quality of their implementation, the development of which is feasible through the analysis of information and examining the structure of operation and style of managers' management. Achievement in this regard requires having knowledge of information, knowing management information stems and relative knowledge of computer technology and information systems establishment. The other determining factors are market globalization, disappearing of boundaries and rapid changes that are attained through applying information

technology in communication. Hence, progression is not achieved for organizations that do not follow the process of information (Zaheri, 2006). The development of these technologies, the type of running commutation with others, having access to information and all aspect of human life have undergone a great deal of change (Moamaei et al., 2010). Information systems can help the organization to develop their scope of activities, provide goods and new services, change the jobs and affairs which lead to the efficiency (McLewid, 2008). Information systems can provide rapid access to information which is counted as a competitive advantage. Nowadays, managers should learn the aspects of information systems and their application and that they obtain their necessary information through employing these systems. To access the required formation when it comes to decision making, information systems should be used. The procedure should be followed in a way that the information are collected integrated and analyzed and that the obtained results are offered to the managers. One can define the management information systems as the case in which the manager tends to make decision, frequent data are offered which are not useful sometimes. In such a situation, the data are analyzed and classified which are changed to useful information. The knowledge of management information systems collect the information having to do with past and present, predict the future and offer the require information to the managers (Mahdavia & Khaksar, 2011). In fact, as information instruments, information systems can provide optimum conditions for organizational activities.

Design of the study

The study was survey, applied and descriptive in terms of design, goal, and quality of data collection. The statistical population comprised of all 445 employers working at West Azerbaijan Customs office. Using Morgan table, the sample size was determined as 132. Questionnaire was the main instrument to collect the data. Using Cronbach alpha coefficient, the reliability was obtained as 0.814.

Inferential statistics analysis

Determining the normality

To examine the normal states of research variables, Kolmogorov-Smirnov test was used, based on the results of the table, the level of significance for all variables was greater than 0.05. So, one can say that the variables were distributed normally. Since the data were distributed normally, parametric tests are employed.

Table 1. Kolmogorov- Smirnov test for determining the normal state of research variables

The strategy of applying new integrated information systems	
N	132
K-S	0.621
Sig	0.941

Table 2. Pearson test for determining the correlation between outer-organizational factors and clients loyalty

	Improvement of output ports	Applying new integrated information systems	Results related to regression test between the two variables
Correlation coefficient of providing output ports	1	0.351	R2
Level of significance		0.000	
Number	132	132	
Pearson correlation of applying new integrated information systems	0.351	1	0.136
Level of significance		0.000	
Number	132	132	

Since data are distributed normal, Pearson correlation coefficient is used to examine the research variables. In case the obtained value is positive, it means that the changes occur in the same line and if r is negative, then the variables move in opposite ways.

The strategy of applying new integrated information systems have an effect on improving customs output port clients.

The correlation is 0.49 at 0.000 level of probability, so on can conclude that the relationship exist between the two variables with 99% probability. The regression test results show that 12% of the changes are related to the improvement of output ports. In fact, the afore-mentioned strategy is effective in output ports improvement.

Conclusion

It is suggested that managers taken into consideration the conditions and establish the conditions for making of such states continued.

It is recommended that managers consider the states as appropriate strategy in output ports. It is worth noting that the software strategy can act as a competitive advantage.

It is suggested that managers pave the way for establishing and communicating. In addition, the information sharing process in organization and establishing communications are in relation with integrated new information systems.

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