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STUDYING

**THE RELATION BETWEEN INFORMATION TECHNOLOGY AND
COMMUNICATION AND IMPROVEMENT OF ORGANIZATIONAL
COMMUNICATIONS: CASE STUDY: ISLAMIC AZAD
UNIVERSITIES OF ARDABIL PROVINCE**

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THE RELATION BETWEEN INFORMATION TECHNOLOGY AND COMMUNICATION AND IMPROVEMENT OF ORGANIZATIONAL COMMUNICATIONS: CASE STUDY: ISLAMIC AZAD UNIVERSITIES OF ARDABIL PROVINCE

ESTUDIO DE LA RELACIÓN ENTRE LAS TECNOLOGÍAS DE LA INFORMACIÓN Y LA COMUNICACIÓN Y LA MEJORA DE LAS COMUNICACIONES ORGANIZACIONALES: ESTUDIO DE CASO: UNIVERSIDADES ISLÁMICAS AZAD DE LA PROVINCIA DE ARDABIL

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ABSTRACT

The present research has been done with the aim of studying the relation between using information technology and communications and improvement of organizational communications in Islamic Azad universities of Ardabil province. This research is application research from aim view and descriptive and correlation research from the way of collecting data view. The statistic society includes the Islamic Azad university personnel. They were 170 people working in the university in 2013. 118 of them were selected as a sample by using Morgan table. The sampling was done by simple randomized method. The research tool was researcher made questionnaire which its validity verified by the ideas of some professors and Cronbach coefficient was used for determining the reliability of questionnaire components which the reliability of information technology and communication was 0.70 and the improvement of communication was 0.67. Data was analyzed by SPSS software and Pearson coefficient test was used for testing hypothesis. The relation between information technology and communications and improvement of organizational communications was studied in this research. The results indicate that there is a meaningful or significant and positive relation between the rate of using information technology and communications and real time information, suitable information, fast information and there is a meaningful or significant difference between the of using information technology and communication and correct information.

Keywords:

Information technology and communications, organizational communications, university.

RESUMEN

La presente investigación se realizó con el objetivo de estudiar la relación entre el uso de las tecnologías de la información y la comunicación (TIC) y la mejora de la comunicación organizacional en las universidades Islámicas Azad de la provincia de Ardabil. Esta investigación es de tipo aplicativo desde una perspectiva objetiva, y descriptiva y correlacional desde la perspectiva de la recolección de datos. La muestra estadística incluye al personal de la Universidad Islámica Azad. En 2013, trabajaban en la universidad 170 personas. Se seleccionó una muestra de 118 de ellas mediante la tabla de Morgan. El muestreo se realizó mediante un método aleatorio simple. La herramienta de investigación fue un cuestionario elaborado por investigadores, cuya validez fue verificada mediante las opiniones de algunos profesores. Se utilizó el coeficiente de Cronbach para determinar la fiabilidad de los componentes del cuestionario, siendo la fiabilidad de las TIC de 0,70 y la de la mejora de la comunicación de 0,67. Los datos se analizaron con el programa SPSS y se utilizó la prueba del coeficiente de Pearson para contrastar la hipótesis. En esta investigación se estudió la relación entre las TIC y la mejora de la comunicación organizacional. Los resultados indican que existe una relación significativa o positiva entre el uso de las tecnologías de la información y las comunicaciones (TIC) y la información en tiempo real, adecuada y rápida. Asimismo, existe una diferencia significativa o significativa entre el uso de las TIC y la información correcta.

Palabras clave:

Tecnologías de la información y las comunicaciones, comunicaciones organizacionales, universidad.

INTRODUCTION

Although using computers has been widespread in large organizations of industrial and developed countries from 50 decades, but the issue of information technology is less observed in management culture and its lesson references until 80 decades. Information technology is a concept that exact and comprehensive definition has not presented until today. Some focus on information technology in their definition and consider it as a set of hardware, software, database, and other communicational devices and a group focus on a set of systems, users, and organizational information management which can change the method of business based on resulted innovations and can be considered as a competition priority in business environments.

Although some steps have been taken in using information technology in different fields in our country, but it is unknown and it is not more than several years that this subject is proposed and taught in universities. There has been a problem, because the concepts are new and the people have proposed and expressed their own understandings of them which consider the information technology as a computer and its application. In this research, the relation between the rate of using information technology and communications and improvement of organizational communications in Ardabil Islamic Azad University has been studied. Based on the results of the research, if there are problems inside the organization, some suggestions will be presented to the authorities in order to solve the problems.

Information technology and communications and communicational tools in the organization are of required infrastructures for improvement of communications which have been paid less attention in our organizations.

It is a component that if it is successfully executed, while improvement of leadership and management, increasing group work morale and sense of participation and self-evaluation, exchanging the thought and creating new ideas in the organization, exchanging or transaction of knowledge and data in organization will be facilitated and by accelerating the learning and updating the learning of personnel, will make them employable. Generally, the improvement and effectiveness of effective organizational communications affect different aspects of the organization and are used as a strong support in improvement and effectiveness of organizations (Abu Daqar & Constantinovits, 2020). The personnel of the organization can help the organization reach its objectives and make it be effective. Therefore the organization must motivate its personnel enough in order to obtain its objectives. The motivations are the factors of the behaviors; they make activities and support them (Lothans, 1992).

Information technology and communications have been paid much attention in different countries. Most of

countries have invested a lot of investments in this field. Using information technology and communications results in improvement of communication with customers, improvement of communication with providers, increasing the control of the process, simplifying group working, simplifying the flowing of information between different units of organizations (Khakbaz & Ardali, 2006).

Paying attention to information technology and communications must be the most important issues of programmers. Using related updated information knowledge play a key role in development of communications by the scholars. In realization of this matter information technology and communications probably may be the best alternative for this aim as an infrastructure of information announcement. The rapid and increasing information technology and communications development by the help of computers and telecommunication can be considered and the biggest variation and developmental factor in communication system (Falaki et al., 2008).

According to information and technology and communication development in the society and different organizations and tendency of managers to set up and also the promotion of automation system in the organizations, this question is proposed that if using information technology and communications promotes the communicational system in the organizations or not, this research tries to answer this question that what relation is there between using information technology and communication with communicational system and improvement of organizational communications presenting the real time information, fast information, suitable and correct information in Islamic Azad universities of Ardabil Province?

Information is a processed data which the receiver understands and interprets. It must be paid attention that the person who sends the information, changes its form. Since the thought and understanding process is different, the message can have different meanings. Data be analyzed, summarized, and processed in order to be changed into information. Only the user can determine that the reporter has data or processed data, so while unloading the reports and messages, it is necessary for us to be aware of needs, educations, status of users in organization and level of their acquaintance with the language, it decreases the lack of reliability. If message or report has not such a procedure, it will be considered data. At last, if we want to present a complete definition of information, we must say that the information is the processed data which results in behavior change of the human beings (Sageb, 2004).

Organizations communicate with each other in order to overcome to lack of reliability and be aware of needs of customers, readiness of sellers, the willing of stockholders, governmental regulations and social tendency by exchanging material, energy, and information of the managers. Each organization becomes as an open and balanced system and can continue its life. The necessity of

online communications appears by development of organizational operation domain in a way that handy devices or even mechanization of information will not be enough for the necessity of keeping and distribution of information in a wide scale. In hits stage, the communication should be done through centralization and development of central web of computer technology, and electronics (Rezaian, 1997).

Information technology, communication, and internet not only affect the information technology specialists in their work environments regularly but also affect the organizational environment, the organization itself, and generally social world. The managers should be aware of these variations and try to understand and adapt suitably. Especially in motivational level of the personnel, we can expect the occurrence of basic variations. Social evaluates propose basic and deep variations or changes in level of the society. We believe that the first and the most important duty of managers are keeping the motivation of the personnel in such a condition.

The presence of effective and correct communications in the organization has always been one of the most important components in success of the management. It has been proved that if there is a correct communication in the organization, the circulation of the affairs will be disordered and the association of planning, organizing, controlling, and other duties of the managers will not be realizable without the presence of an effective communicational system in the organization, and it will be impossible to operate the organization in absence of such a system.

Henry Mintzberg states that the informational and communicational role of the manager in the organization is of his or her most basic roles. Communication links the all parts of the organization and makes the organization be integrated and organizational oneness. The responsibility of creating a correct and suitable communication in the organization is the duty of the managers, so they must be aware of the quantity and quality of communication process and know the way of making effective communications (Lothans, 1992).

Hyesung (2004), studies about studying the effective factors on acceptance of information technology among the students indicated that using information technology has had direct effect on their educational performances. The research which has been done by Sen (2003), "*do information technology professors and managers consider equal value for information technology?*" studied 146 managers and 61 professor assistants of information technology with two groups of group factors with individual work value with 35 work value. The results indicated that all of them had agreements on work value of information technology.

In a research has been done by Neoh Kim & Seong in 2001 indicate that satisfaction from communication reveal

considerable results as one of the concepts related to organizational domain. Satisfaction from communication is a requirement of communication if it is satisfied; the satisfaction of the personnel is its important output.

O'Brien & Wilde (1996), using information technology on 268 managers who had a comprehensive awareness about direct using importance of information technology and made best use of computers for their works or skills. The results indicated that many managers used WORD and spread Sheet Excel less, while they used internet more for planning and programming their work.

Moon states in studies that managers with suitable communication can help their personal in accessing organizational aims and reasonable decision making.

Research hypotheses

Main hypothesis

1-There is a relation between the rate of using information technology and communications and improvement of organizational communications in Islamic Azad university of Ardabil province.

Subordinate hypotheses

1-There is a relation between the rate of using information technology and improvement of real time organizational information.

2- There is a relation between the rate of using information technology and communications and improvement of suitable organizational information.

3- There is a relation between the rate of using information technology and communication and improvement of fast organizational information.

4- There is a relation between the rate of using information technology and communication and improvement of correct organizational information.

MATERIALS AND METHODS

This research is application based on using the research results and descriptive and correlational based on execution of doing, and the method of collecting data based on studying the relation between variables. The statistical sample is all personnel of Islamic Azad universities of Ardabil province who are engaged in 2012-2013 educational year. The number of statistical society is 170, 118 people were selected as the sample based on Morgan table and studied.

The sampling is a simple randomized sampling. A questionnaire was used for collecting information in this research. Cronbach Alpha method was used for measuring the reliability in this research. Person coefficient method was used for measuring and determining the relation

between demographic features of people and SPSS software was used for doing the calculations.

RESULTS AND DISCUSSION

There is a relation between the rate of using information technology and communications and improvement of real time organizational information correlation between using information technology and communications and improvement of real time organizational information in level of 5% was meaningful or significant, so the null hypothesis based on lack of relation between the rate of using real time information was rejected and their relation with positive correlation of 0.94 was accepted (Table 1).

Table 1. Relation between the rate of using information technology and real time information.

P Value	Correlation	
0.017	0.94	Relation between using information technology and real time information.

2- Relation between the rate of using information technology and communication and improvement of suitable organizational information.

Correlation between the rate of using information technology and communications and improvement of suitable organizational information was meaningful or significant in level of 5%, so the null hypothesis based on lack of relation between using suitable information was rejected and their relation with positive correlation of 0.92 was accepted (Table 2).

Table 2. Relation between using information technology and communications and suitable information.

P value	Correlation	
0.023	0.92	Relation between using information technology and communication and suitable information

3- Relation between the rate of using information technology and communications and improvement of fast organizational information.

Correlation between using information technology and communications and improvement of fast organizational information in level of 1% was meaningful or significant, so the null hypothesis based on lack of relation between using information technology and communications and fast information was rejected and their relation with positive correlation of 0.98 was accepted (Table 3).

Table 3. Relation between the rate of using information technology and communications and fast information.

P value	Correlation	
0.001	0.99	Relation between the rate of using information technology and communication and fast information.

4- Relation between using information technology and communications and improvement of correct organizational information.

Correlation between using information technology and communication and improvement of correct organizational information was not meaningful or significant (Table 4 and Table 5).

Table 4. Relation between using information technology and communications and correct information.

P value	Correlation	
0.074	0.84	Relation between using information technology and communication and correct information

Table 5. Correlation between information technology and communication index and improvement of organizational communications.

	Real time	Suitable	Fast	Correct
Using information technology and communications	942 0.17			
		928 0.023		
			990 0.001	
				842 0.074

Hypothesis 1: There is a meaningful of significant technology and communications and improvement of real time organizational information.

Pearson correlation was sued for testing the hypothesis.

The relation between the rate of using information technology and communications and improvement of real time organizational information was studied in Islamic Azad universities of Ardabil Province which can be concluded that there is a meaningful of significant relation between the indices. Since an organization minimizes the human

error in processing network of information of the organization and increases the speed of presenting services and increases the customer's satisfaction, also using information technology and communication improves and facilitates the works and communicational system. The more the personnel use information technology and communications, the sooner the organization will reach to its aims in at least limited time.

Using information technology and communications not only can integrate, improve, and facilitate the affairs, but also can satisfy the users which paying attention to this affair, has a specific situation in all of organizations, especially in universities. The personnel can attract the satisfaction of the customers by using information technology and communications in a short time and less expansions and the organization can reach to its aims. The result of this research is consistent with obtained results by O'Brien & Wilde (1996).

Hypothesis 2: There is a meaningful or significant relation between using information technology and communications and improvement of suitable organizational information.

As we can observe that the relation between the rate of using information technology and communications and improvement of suitable organizational information was studied and evaluated in Islamic Azad universities of Ardabil Province which indicate that there is a meaningful of significant relation between the index. Since using information technology and communications depends on more suing information technology and communications by the personnel and it affects on suitable information, if it is provided, it will improve communications and effectiveness of suitable information and result in information systems which result in facilitation of controlling and monitoring the organization and by this method the monitoring and supervision domain of the managers will expand in comparison with traditional structures which considered as a limitation the suitable information is of the essential and the most important bases of the organization. If there is not suitable information in the organization, the managers will have difficulties and problems. The result of this research is consistent with the obtained results of Sen research.

Hypothesis 3: There is a meaningful or significant relation between using information technology and communication and improvement of fast organizational information.

The relation between using information and communications and improvement of fast organizational information was studied and evaluated in Islamic Azad universities of Ardabil Province. It indicated that there is a meaningful of significant relation between the index.

Using information technology and communications facilitates the roles and duties of the managers. Accessing to fast information in order to make a decision, control, and monitor the organization processes, and the possibility of analysis of conditions can have considerable effects on the organization. If the personnel use the information technology in a satisfaction way, and the fast information provided to the managers of the organization, it can have considerable effects on every organization in economical, and social fields of the societies and even we can mention the cultural transactions and cultural influence, because every technology has its own specific methods and procedures.

When the people use a specific technology from different cultures for transaction of information and communication, they in fact make use of a kind of almost common culture and it breaks the borders and creates a wide information society and in fact creates a wide information society and is consistent with the obtained results of Neoh Kim research.

Hypothesis 4: There is a meaningful or significant relation between the rate of using information technology and communications and improvement of correct organization information.

The relation between the rate of using information technology and communications and improvement of correct organizational information was studied and evaluated in Islamic Azad universities of Ardabil Province. It indicated that there is not a positive relation between the index. Using information technology and communication and easier accessing to correct information increases the knowledge and ability of the personnel of the organization for easier, exact and less expensive communication.

CONCLUSIONS

The more the using of information technology provided for the personnel of the organization about the way of using new technologies, it will increase the correct information and decrease the human errors in processing network of organizational information.

In other words, correct using and having correct information is one of strategies of development of the organization which everyone must have correct information in order to be able to make the best use of all information technology and communication devices or facilities in doing the official activities and accessing to correct information as the human resource constitutes the base of real wealth of the organization. There is a direct relation between human resource and efficiency in the organization.

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