

## **EFFECTS OF ELECTRONIC MANAGEMENT'S IMPACT ON ADMINISTRATIVE CREATIVITY THROUGH THE FUNDAMENTAL RIGHTS AND FREEDOMS**

**SENOUCI Samir**<sup>1</sup>

Researcher, University of Ibn Khaldoun Tiaret, Algeria

### **Abstract:**

The Electronic Management is one of the modern cognitive achievements which led to the development in management and communication domain through the innovation of modern technologies such as computers and internet particularly as a rapid technology, which facilitated the work of people. Therefore, the government gave attention to this technology which embodied it into its managerial communicative and supervisory programs in order to transform the public management from traditional style to modern electronic styles while being based on quick and strong information systems which help to make decisions in a short time and with minimal costs. Thus, this transformation has had direct and indirect impact on modalities and values like the fundamental rights and freedoms which are considered as the most important value in which the human seeks for and thanks to it, the nations prosper. This impact has positive aspects sometimes in the provision of administrative facilities, and negative ones concerning fundamental rights and freedoms as close control that violates privacy. Also we cannot ignore the impact of Electronic Management on the administrative creativity which is the most important management's requirements variation in the performance of services and for enhancing them as well as it's one of the human rights provided that there are fundamental freedoms of people.

**Key Words:** Electronic Management, Administrative Creativity, Rights, Fundamental Freedoms, Traditional Management.

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<sup>1</sup>  [Samir.senousi@univ-tiaret.dz](mailto:Samir.senousi@univ-tiaret.dz), <https://orcid.org/0009-0006-3558-9398>

**Introduction:**

The successive shifts, on science and knowledge in which the free human was its source in the free environment, have brought about a set of concepts and new mechanisms which covered all relevant areas, effectively needing for pro-cyclicity to meeting the objectives and the emerging needs according to the requirements of spatiotemporal contexts, in which the public utility (representative of the public management) was affected by those rapid technological shifts explained in its adoption of the internet as a rapid response for modernizing administrative processes, moving away from the traditional managerial style in the management. And of course, the impacts of the adoption of internet were profound and intense particularly with regard to human in terms of values and behaviours.

The discussion of the internet's impacts regarding public utility leads us to give out a designation for this emerging changing, in which the researchers, in the held of science, agreed on adopting the designation of electronic management to this in which its impacts become deeper day by day due to the required rapidity as qualitative cognitive revolution in the public service, however, it all depends on readiness in application and effectiveness in achievement.

The impacts of electronic management have had string resonance concerning the managerial creativity within the organisations, which have positively impacted and negatively at times, through the capacity of human resource to gain time and to reduce the effort as well as the rapidity of access to information, but at time affecting the most important value intended by the human which represented in his fundamental freedoms through censorship and violation of privacy as well as the right of work due to the replacement of human resource by machine in several placements, and so this human resource has a skeptical view of this phenomenon in many placements.

This subject aims to figure out the impact of electronic management on the process of managerial creativity through the fundamental rights and obligations which is the cornerstone in the process of creativity within the administrative organisations. Consequently, the following problematic has been asked:

**How much did the electronic management affect the process of managerial creativity through the fundamental rights and obligations?**

**Sub-questions:**

- What does the electronic management mean? And what are its aspects?
- What is the importance of fundamental rights and obligations in the process of managerial creativity ?
- Does the electronic management really affect the process of managerial creativity within the organisations?
- Is there a relationship between the electronic management and the fundamental rights and obligations?

**Assumptions of the study:**

1. Electronic management is a modern and essential managerial approach.
2. The process of managerial creativity is directly affected by the fundamental rights and obligations of human resource.
3. The electronic management affects the managerial creativity through human resource.
4. The fundamental rights and obligations have a relationship with all the traditional or electronic managerial processes.

**Previous studies:**

The study of **Safia Zaydi "The impact of electronic management on the traditional management" in 2017**, which aimed to demystify the concept of electronic management and its impacts on rationalization and better public's service, and to identify its strategies, in which her study was based on the descriptive analytical approach.

The study of **Faradhia Al-Aid and Zallaqi Wahiba "The role of electronic management in empowering workers - Field study on administrative workers at University of M'sila", on June 30, 2021**, in which it tackled a sample of 124 workers at University of M'sila and intended to figure out the importance of electronic management for workers and its capacity in empowering them in the administrative domain.

**The importance of the study:**

The importance of the study is reflected in identifying the most important aspects of electronic management's impacts on administrative walks of life and its material and moral actors by tackling the creative process within the management structure as well as the most important values underpinning the human resource for the success of public service through the managerial creativity in an environment that upholds fundamental rights and obligations.

**The study approach:**

To define the themes of this research, the descriptive approach was based on to answer the problematic through the description of the phenomenon, under study, in its scientific theoretical dimension and the analysis of aspects of electronic management's impacts on the creativity and the fundamental rights and obligations.

**Themes of the study:**

This study was divided into three themes:

**First theme: Conceptual framework of electronic management.**

**Second theme: Importance of the fundamental rights and obligations in the creative process.**

**Third theme: Aspects of electronic management's impacts on the managerial creativity.**

The electronic management plays an important role in our current era which is the most common and concerned tool between the managements, organisations and people due to its rapidity to fulfill their needs and overcoming the communications constraints between them.

### **1- Conceptual framework of electronic management:**

The management has crossed the threshold into a new era through a new conceptual and technical perception to provide services in the public and private sectors, resulting remarkable development in the tasks and activities provided by different managements.

#### **A-1 Definition of electronic management:**

A modern term that entered the dictionary of concepts in the world of management, and there are several concepts to this term including "**Process of mechanization of all management organization tasks and its activities, relying on all essential information technology, to achieve goals of new management**" (ALOUTI, 2008). It was also defined as: "**Reaching goals by best means and relevant cost in time, and by best use of possibilities**" (ZAYDI, 2017)

#### **A-2 Types and aspects of electronic management:** (ALOUTI, 2008, p. 145.146)

The electronic management takes many forms and types according to nature of the work of the organizations and the achievement of the objectives, we might mention as follows

#### **1-2 Electronic publishing:**

Through the electronic publishing, the breaking news and the economic, political and social releases as well as the latest research and works can be accessed, meaning achieving rapid access to information from its original sources.

#### **2-2 Electronic government:**

It applies information and communication technology in providing public services by using modern means of communication as Internet and phones for the positive impact and business community, and for making government works efficiently.

**2-3 Electronic learning:**

This type of learning is based on the use of computers in educating individuals through specific training programmes, building on Internet as the British university for open learning on [www.open.ac.uk](http://www.open.ac.uk).

**2-4 Electronic commerce:**

It aims for economic development through exchanging information and services via Internet as well as the use of electronic payment methods as electronic payment cards, which may be also referred to electronic commerce as the first application of electronic management.

**A-3 Elements of electronic management:**

The success of administrative organisations depends in using technology of information and communication on the required principal elements consisting in (AID, 2020):

**3-1 Human requirements:**

The human resource is one of the most important elements that must be invested in, to achieve the objectives, it also has a paramount importance in what is called the electronic management as its discoverer and developer so his relationship with it is direct and complementary, in which he is the intellectual capital for organizations with modern concepts of management science.

**3-2 Technical requirements:**

They are described as infrastructure of the electronic management that must be provided on modern and developed telecommunications network, ready to absorb simultaneously a massive volume of telecommunications, as the the infrastructure is divided into the following technical requirements:

- **Hardware:** computers and its accessories.
- **Software and Networks:** software are a software package used in in computers operating, while the networks are hyperlinks spanning fibre connectivity of internet networks, and extranet.
- **The hard infrastructure of electronic business:** consisting in ground and remotely cellular connection as well as computers and essential material information technology to practise electronic business and electronic exchanges.
- **The soft infrastructure of electronic business:** which includes range of services, information, experiences, operating systems software and application software by which electronic business functions are accomplished.

### 3-3 Factors in the success of the electronic management:

One of the factors in the success of the electronic management is the orientation of administrative organizations operators taking into account set of principal considerations that are: (ALOUTI, 2008, p. 146)

- Strategic clarity and comprehensive intake of electronic management.
- staying out of dependency and improvisation in remedying matters for the comprehensive care of senior management in the organizations.
- Training and qualification by securing training needs for works at all their disciplines.
- working on securing confidential information for customers.
- Constant updating of information technology and communications.

### B- The importance of fundamental rights and obligations for the process of managerial creativity:

#### B-1 The concept of fundamental rights and obligations:

Many doctrinal definitions of term of rights and obligations are presented, so according to the jurist Horyou: "**Freedom is all recognized rights which are fundamental at certain level of civilization, by placing an obligation on the state to protect them with special legal protection, and not exposed to them...**". (WIDAD, 2006)

Abdel-Adhim Abdel-Salam Abdel-Hamid also has another definition as follows: "**The fundamental rights and obligations which are constitutionally and legislatively recognized, that are indispensable for human in his and protected by the state...**".

#### B-2 Creativity:

The term of creativity means in the Arabic dictionaries, to get creative , invented it: create it and start it. And the creativity of the thing is first (Lisan al-Arab). Creativity: the foundation of thing on another one, in which the Oxford Dictionary referred to creativity as the introduction of new ideas or methods, therefore, creativity is the process that gives something that does not exist (FA, 2020).

#### 2-1 The managerial or organizational creativity:

(Robbins .1993. P679) defined it as new idea which is implemented in developing production, process or service, where the creativity in organizations can range from improvements lead to create something of value an to make an impressive substantial development (LOTFI, 2010)

Moreover, (Hage .1999. P76) defined it as the practice or the process that gave rise to an idea, behaviour, service, technology or any management practice.

**B-2 The relationship between creativity and freedoms:**

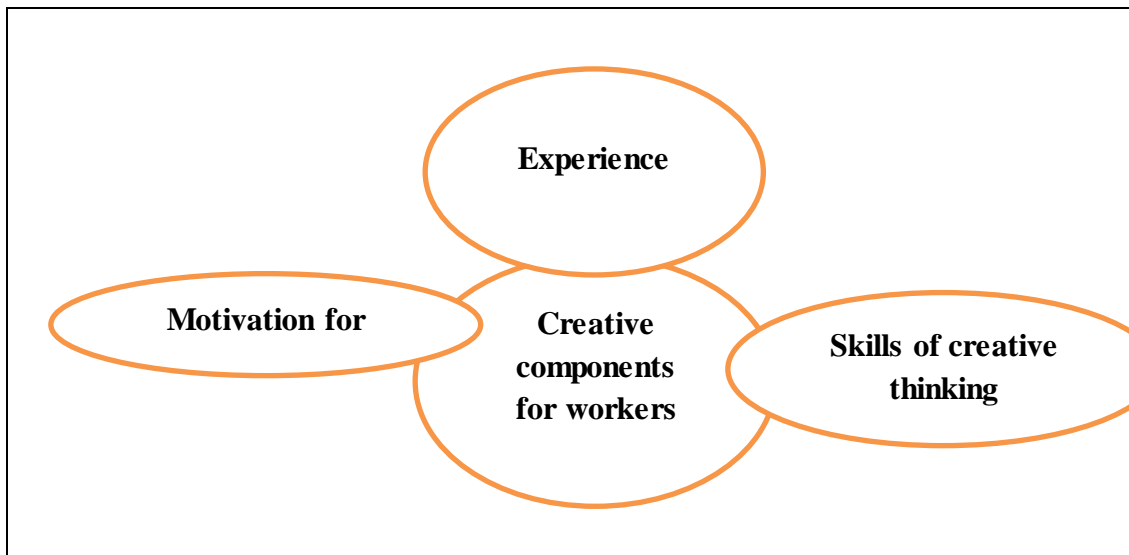
when we speak of creativity, we must meet the conditions for this important behaviour in the administrative processes especially living on general, as Hassan Attar aptly puts the importance of freedom regarding creativity: "The relationship between freedom and creativity is integral and related to each other, where there is no freedom without creativity, because the freedom is the only guarantee of true creativity that is closer to reality with its information, and at the same time the principles pursued by society and sticking out are taken into consideration, so it is a source of his departure of creativity, as well as the changes around it in this vast world. Thus, the life without creativity is just a boring routine life, and killer for thinking and talents. In which freedom is the producer of the creative and distinct values in every civilization founded on this earth since God created the universe. Therefore, the creativity is one the principal necessities of life, and the nation that depends on its freedom is the conscious nation for its future and its children as well, by defending it and protecting it. So if it failed in maintaining its freedom, it would live a massive defeat and deprived of the right without distinction". (ATTAR, 2002) So the relationship between creativity and freedom is correlative, so the innovative must be free or he has fallen into the subordination and the imitation and therefore he loses the capacity for renewal. Also the innovative's freedom is reflected in his choice of the material of creative work. In this sense, the freedom is the the essence of the creative process within the organization.

**B-3 The importance of employees' innovation:**

The organizations are striving today to search for modern technology that leads to the development of organizations work to support its competitive strength, therefore, they need continued creative performance in order to reach success ana to achieve the established objectives, in which the employees's innovation has become a key subject for managers who have realized the truth about remaining and competition requires having innovative employees, where the importance of that is reflected in the following points: (FA, 2020, p. 142.143)

- Ability to respond to environment variables, rendering the organization in a stable condition and ready to face challenges.
- Organizational service improvements for the benefit of organization and individual.
- Contribution to the development of intellectual and mental capacities for workers by allowing them to test these capacities.
- Optimal exploitation of financial resources through scientific methods that are up-to-date with modern developments.
- Better utilization of human resources and benefit from their potential by supporting them and allowing them to search for the new at work.

- Identification of the most important creative components for workers and motivate them, the figure below shows the most important creative components:



**The source: Mithaq Hatif Al-Fatlawi and Others .The modern administrative variables . P 147.**

#### **Aspects of electronic management's impacts on the managerial creativity:**

The adoption of modern administrative concepts needs an accurate knowledge to the administrative reality and its problems. As part of the work to get the most out of the electronic management and the right employment of it, within inputs and outputs of the administrative process that need to behaviour of creativity in order to achieve development.

#### **C-1 Positive aspects:**

The issue of creative process is basic essential to achieve administrative and futuristic effectiveness in order to give impetus for strengthening the capacities of individuals, in which the aspects of positive electronic management's impacts are reflected as follows: (WAKIL, 2016)

- **Tuomi (1999)** sees the knowledge, in which its source is the innovative individual must precede information incorporated in the electronic management, therefore, the process of electronic management provides the individual with a leeway of creativity.
- The intense global competition in attracting human competencies who hold patent provided of freedom for creativity.
- The frantic communicative dynamic and the need for human creativity in it for the reassurance about the right decisions taken.
- The crisis of public sector and the emergence of private sector and its need for effective human resources for electronic management in a spirit of freedom and creativity, unlike public sectors which remained classical in managing.



- The need of current generations for technology and their rejection of queuing before the windows of traditional management.
- The need of politician for knowledge and technology after the democratic shifts and the following social shifts as openness, freedom, participation and respect of human rights.
- Dialogue and cultural exchanges that exceed the limites where human-centered and the electronic management is the tool.

### **C-2 Negative aspects:**

The negative aspects for the application of electronic management increase on the individual in terms of individual's life leading towards managerial creativity, and among those aspects we mention the following: (WIDAD, 2006, p. 410)

- Reliability of the technology comprehensively which produced the phenomenon of unemployment in which the human was replaced by the machine, and therefore, human resources would be wasted which don't get the opportunity for creativity through the workplace.
- Impairment of public health in which working on the computer and the electronic devices can affect vision and thinking at the same time, without disregarding the introversion or the isolation from society which may be an impediment to the process of creativity.
- Prejudice to the right of privacy which is threaning the most important value required by the process of creativity, do the internet is no longer just a positive tool, but it has become dangerous to users, either individually or across the organizations through electronic piracy process.
- Loss of security in the administrative transactions, in which the electronic piracy is one of security constraints that impedes the optimal application of electronic management.

### **Conclusion:**

The impacts of electronic management on the creative process, that require an atmosphere of freedom in the practice of task and the partnership in the embodiment, are profound whether positive or negative. However, we must focus on the positive aspects for the application of electronic management in all walks of life, as well as the creative work requires the cognitive aspect in which the electronic management embodied through transmission of information, facilitating the service and binding the world closer together limiting effort, time and money, therefore, the relationship between electronic management, creativity and fundamental freedoms is complementary.

**Recommendations:**

- \* Providing an environment for the preservation of fundamental rights and obligations.
- \* The decision-makers have to support learning programmes regarding technology of information and communications at various levels in order to enabling the individual on using the modern technologies.
- \* Ensuring the enactment of laws which preserves privacy and supports the managerial creativity, away from centralization that is creativity-killer.
- \* securing electronic transactions by series of laws.

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