

The Role of Modern Communication Technology in Improving The Performance of Financial Institutions, Algeria Post Agency in Adrar as a Model

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ABSTRACT

The technological development in the field of communication since the last quarter of the twentieth century until now has touched various fields and contributed to a radical change in the administration and the modernization of its systems, methods and working mechanism, methods of communication between employees and between the organization and its external audience.

As the use of communication technology has become a prominent feature of successful institutions, and the process of work requires communication characterized by accuracy, flexibility and speed, which contributes to raising the performance of the institution by providing a product quickly and with high quality.

1. Introduction:

Modern communication technology has brought about a great change in various fields, as it improves the quality of administrative processes and increases job performance. The corporation also aims, through its use of communication technology, to build an interactive relationship and a good reputation for it, as well as to form a positive mental image of it in the minds of its audience.

The institution and its services, the level of performance is determined whether it is distinguished, good, medium or low by the final result of the institution's activity, and the skills, abilities and capabilities of the employees of the institution in using its resources effectively and producing outputs in line with its objectives.

The postal sector in Algeria has witnessed acceleration in recent years in the application of new technology due to its various activities and services. This is what made it affected by external changes, which contributed a lot to the application of new mechanisms that are flexible and facilitate the process of mutual dealing with customers, depending on what is produced by communication technology, and thus it became necessary for Algeria, like other countries of the world, to develop this sector.

As well as Algeria Post Adrar seeks to use modern communication technology to provide a variety of services in line with the requirements and needs of customers, which depends mainly on its quality and satisfaction. By submitting offers in the least time and at the lowest cost. Also, the use of Algiers Postal Adrar for various modern technology means is positively reflected on the profitability of the postal unit.

Based on the foregoing, we can ask the following main question: **What is the contribution of modern communication technology to improving the performance of the Algiers Postal institution (Adrar)?** From this main question, a number of sub-questions arise:

- ✓ What are the important means of modern communication technology used by Algeria Post Agency Adrar?

- ✓ What is the impact of the use of modern communication technology on the performance of workers in the Algiers Post Agency, Adrar?
- ✓ How does modern technology contribute to improving the services of the Algeria Post Agency Adrar?
- ✓ What are the difficulties that workers in the postal sector face when they use modern communication technology?

Objectives of the study:

1- Shedding light on the role of modern communication technology in improving the performance of the Algiers Postal Agency, Adrar.

2- Learn about the modern means of communication technology used in Algiers Postal Agency, Adrar, and how to use them.

3- Knowing the impact of the use of modern communication technology on improving the performance of the postal sector, Adrar.

4- Exposing the difficulties that postal workers face when they use modern communication technology.

Study methodology:

In our study, we relied on the descriptive analytical method and the case study method. The descriptive-analytical approach is of great importance in the study, research and treatment of social issues, and because many academic researchers and students use it. (Amer Mosbah: 2010, p.87) Also, descriptive studies are studies that are used to identify the media and the different content it broadcasts. It also aims at the reality of events and phenomena and tries to analyze and interpret them in order to correct this reality and make adjustments in it. (Ahmed Ben morsli :2003,p.52)

Study Tools

To study the case of Algeria Post Adrar, we used the questionnaire tool, which depends on the analysis of social topics as our topic: the use of electronic communication with Algiers Post Adrar, and the analysis of the opinions of employees in the institution through many units that depend on it in social research, and the unit of analysis means "the unit that will give a degree and may it could be a word, sentence, paragraph, column, article, topic, or personal idea.... It could also be a centimeter of the space occupied by the communicative message, or a minute of radio or television transmission time." (Abdul Ghaffar Rashad Al-Qusaibi, 2004, p. 279).

Theoretical aspect of the study:

The concept of communication and information technology is one of the somewhat overlapping concepts due to the development that the world has witnessed, since most of the technologies have existed since the past thirty years or more, and what can be considered modern is the expansion of their uses in the field of enterprise management, and their dependence to a large extent on network work and especially the Internet (Shadley Shawky: 2008, p. 12).

2. Information and Communication Technology:

There are many definitions according to each one's vision of it. Therefore, we will include several definitions to show us the differences and the agreement between them.

- 1- "Means that work on obtaining, processing, storing and disseminating digital, written, wireless and audio information by means of a group of electronic devices, telecommunications and computers. (Mohi Muhammad Mas'i:1999, p. 26)
- 2- "The totality of the accumulated and available knowledge and experiences, and the physical, organizational and administrative tools and means used to collect, process, produce, store, retrieve, disseminate and exchange information, and thus deliver it to individuals and societies." (Rahima Al-Tayeb Issani: 2010, p. 16)
- 3- "Refers to the means used to produce, process, store, retrieve, and send information," whether it is in the form of verbal, audio, written or image. (Michel laquin: 1990, p 17)
- 4- "Information technology is the use of modern technology to carry out "capture, processing, storage, retrieval, transmission of information", whether it is in the form of digital data, text, sound, or an image. (Roger Carter: 1991, p 34).

The new communication and media technology is characterized by a number of characteristics, the most important of which are: (Hisham Al-Makki: 2014, p. 27).

- **Interactivity:** There is an analogue relationship between the media content and the user, as the communication is not in one direction, and the participants in the communicative process influence the roles and ideas of others and exchange information with them positive reaction.

- **Asynchrony:** the possibility of exchanging information without the condition of direct and simultaneous communication between the sender and the receiver, and it does not require each participant to use the system at the same time view it at any time.
 - **Mobility:** the means of communication tend to be small in size with the possibility of carrying and benefiting from them in communication from one place to another while the user is moving, such as the mobile phone, the phone built into the wristwatch, and a portable laptop equipped with a printer. It also means the possibility of transferring information from one place to another with ease.
 - **Transferability:** It is the ability of the means of communication to transfer information from one medium to another, such as technologies that can convert the audio message to a printed one and vice versa, as is the case in teletext systems, which provide services and messages printed on television screens in response to the desires of their customers, which have become characterized by multiplicity and diversity, this is also evident in the dubbing and translation systems.
 - **Connectivity and installation:** the ability to communicate information from devices of various sources and manufacturers, such as concave antenna units, which can be assembled in a different model of manufacture, but they perform their function in the field of receiving television signals to the fullest. There are the following antenna-based modules, a dish made by Aston, and an analyzer by Next wave.
 - **Miniaturization:** In light of this revolution, the mass media are turning to small means that can be transferred from one place to another, and in a manner that suits the conditions of the consumer of this era, which is characterized by a lot of movement, unlike the consumer of the past decades that were characterized by silence and stability, for example, "pocket TV, mobile phone, and the supplied laptop computer." with an electronic printer.
 - **Community and spread:** It is the ability of this network to expand to include unlimited areas of the world so that it gains its strength from this spread of its flexible system. (Boumael Souad, Boubakor Fares: 2004, p. 206).
 - **Monopolistic:** The industry of this technology is currently characterized by its presence in a limited number of major industrial countries and international multinational companies. And its maintenance, which leads to an epigenetic gap and the dependency of the underdeveloped countries from the pursuit of culture in particular. (Samira Sheikhani, 2010, p. 445)
 - **Complexity and intensity of use:** Modern communication technology is characterized by capital intensive use, extreme complexity and high cost, and for all of this it takes a monopolistic tint, as it usually concentrates in the hands of building the prevailing power and influence in society. (Radwan Belkheiry, 2014, p. 204).
- 2.1. job performance:

Performance refers to the degree of achievement and completion of the tasks assigned to an individual's job, and it reflects how the individual achieves the job requirements and often there is an overlap between performance and effort. Effort refers to the energy expended, while performance is measured on the basis of the results achieved by the individual. (Rawia Muhammad Hassan: 2001, p. 25).

The concept of performance is the level achieved by the individual worker when he performs his work in terms of the quantity and quality of work. And performance is what everyone who works in the organization (organizers, managers and engineers) does. (Wasila Hamdawi: 2004, p. 143)

We can insert some of the factors affecting job performance: (Rawia Muhammad Hassan, 2001, p. 25)

- **The human element:** constitutes the most important resource in the institution. The growth of the institution depends on the extent to which it attracts distinguished human elements in their skills, knowledge, and ability to harmonize in the group and the extent of its cooperation with them, and the extent of care it gives to develop its resources for the sake of greater effort and better performance.
- **Management:** The administration has a great responsibility in planning, organizing, leading and controlling all the resources that fall within the scope of its responsibility and control.
- **Organization:** includes the distribution and identification of tasks and responsibilities according to the specializations of workers within the institution, and this means dividing the work among them according to their own skills and capabilities. The degree of organization and the creation of the necessary changes in accordance with the new developments in the systems and methods of work, employment, the incentive system, development and training would affect performance, so any institution must have flexibility in organization in a way that makes it subject to change according to developments.
- **Work environment:** It refers to the importance of the job and the position occupied by the individual and the extent of growth opportunities, as the greater the degree of compatibility of the individual and his job, this leads to an increase in his motivation, attachment to his work and loyalty to his institution.

3. The practical aspect of the study:

3.1. Algeria Post Agency Adrar:

Algiers Post is considered one of the active institutions in the country. Since the division of the postal and transportation sector and the creation of the Algiers Post Corporation into a public institution of an industrial and commercial nature, and keeping pace with the electronic development in the world, Algiers Post has also witnessed many changes in line with these transformations without abandoning the public service that is apparent strength in communicating with citizens and the neighborhood service provided to them.

The Algeria Post Agency - wilaya unit Adrar is located in Telilan, and it is one of the most important service institutions at the state level due to its services in the field of mail and parcels, as well as financial services represented in remittances and postal checks. Among the most important services the directorate provides to its clients:

- Postal items service: letters and parcels (regular, express, insured and registered).
- Postal current account services and postal box services. In addition to the transfer service.
- Selling car vouchers and public treasury bonds to the Ministry of Finance.
- Internet subscription and phone bill filling service.
- A service - My Credit - to know the balance and statement of operations for the current account via a text message through the Mobilis customer network. As well as a service - Racimo - to top up your account for the Mobilis customer by debiting your current account directly and other services.

To ensure the provision of these services, the Postal Unit Agency has very advanced technological equipment and an interconnected communication network, which makes speed and accuracy in implementation, in addition to a group of qualified human resources, as the number of its workers: 304 workers distributed by type as follows:(Supervision: 25 workers , Control: 201 workers , Implementation: 78 workers, and the number of its offices is 63 offices spread across the entire territory of the state.)

3.2. The human limits and sample of the study:

The subject of our field study is the state unit of Algiers Post, Adrar, which consists of several employees at all professional levels, including professionals, administrators, engineers and department heads.

We conducted a comprehensive survey of the research community represented by 80 employees directly related to the subject of the study, and after applying the study tool, we retrieved 75 questionnaires from a total of 80 questionnaires distributed to the research community, so the number of valid questionnaires for analysis is 75.

4. View and analyze data

Table 1 shows the distribution of sample members by gender variable

gender	R	P%
male	45	60
female	30	40
total	75	100

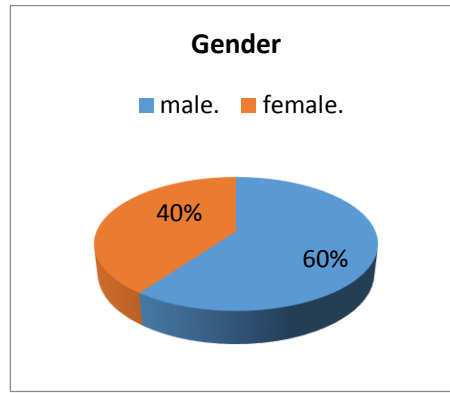


Figure 1: shows the distribution of sample members by gender variable

It is clear from Table that the percentage of male sample members is somewhat higher than the percentage of females, where the first is estimated at 60% and the second represents 40% of the total sample members, and the high percentage of males in the study is explained by the ease of communication with male employees Comparing female employees.

Table 2: Shows the distribution of the sample members according to the age variable.

age	R	P%
20-30	22	29.33
31-40	28	37.33
41 and more	25	33.33
total	75	100

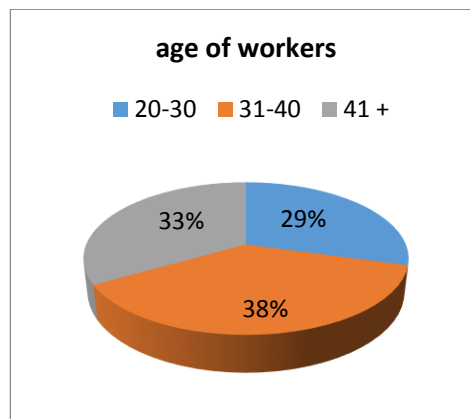


Figure 2: Shows the distribution of the sample members according to the age variable.

We note from this table that the age group of 20-30 years represents 29.33%, while the sample members whose ages range between 31-40 constitute 37.33%, and the group over 40 years of age ranges between 33.33%, and the high percentage can be explained those whose ages range between 31-40 years of age to consider this stage in which the effort is changed and benefit from them, as this category is more likely to work, which is reflected in the institution positively.

Table 3: Shows the distribution of the sample members according to the educational level variable

Educational level	R	p%
Middle L	5	6.66
Secondary L	22	29.33
University L	48	64
total	75	100

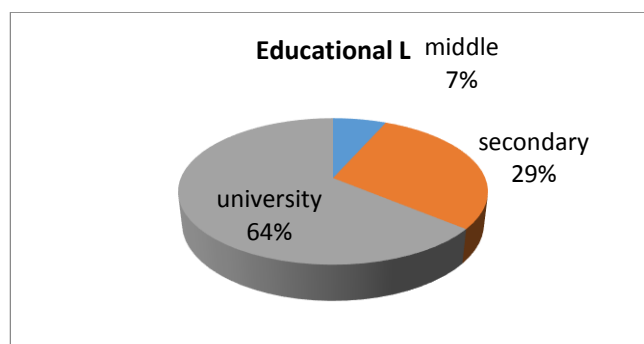


Figure 3: Shows the distribution of the sample members according to the educational level variable

It is clear from this table that the middle-level employees occupy the smallest percentage, which is 6.66%, followed by the secondary-level employees with 29.33%, while the university-level employees occupy the first rank with 64%. This high percentage is explained by the Postal agency's reliance on the use of modern equipment in the field of communication, which requires the university level.

Table 4: : Shows the distribution of the sample members according to the variable of seniority

Seniority of work	R	P%
From 1 to 5 years	21	28
From 6 to 10 years	26	34.66
From 11 to more	28	37.33
total	75	100

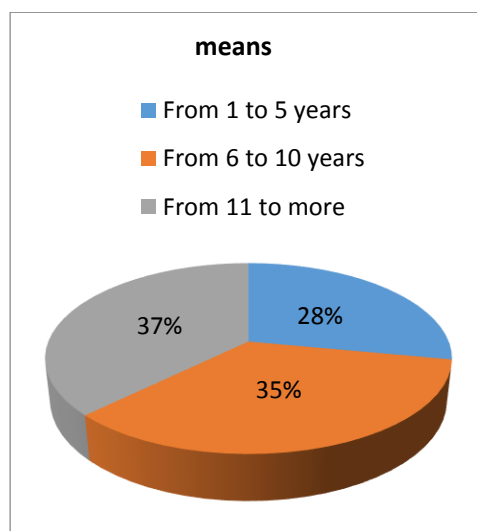


Figure 4: Shows the distribution of the sample members according to the variable of seniority

The table shows that workers with seniority from 01 to 05 years represent 28%, while the seniority of workers from 6 to 10 years is 34.11%, while workers with seniority from 11 years or more range from 37.33%, as we understand from the closeness the two ratios that experience increases keeping pace with technological developments in the field of communication.

Table 5: The most important means of communication technology used

Means used in A. post	R	P%
Mobile phone	18	24
Private postal network	32	42.66
New digital media	25	33.33
total	75	100

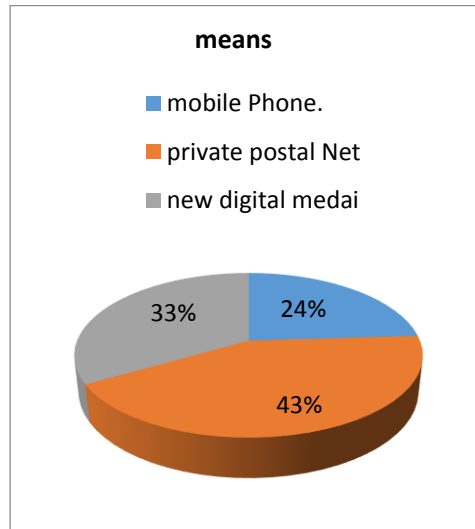


Figure 5 The most important means of communication technology used

It is clear to us from the table that the private postal network is the most used in the administration with a percentage of 42.66%, followed by new digital media with a percentage of 33.33% and the mobile phone occupied the lowest percentage estimated at 24%. The high use of the private postal network in the post is explained by the fact that it is adopted in the transfer of information and files between post offices.

Table 6: Is the computer software sufficient to cover the needs of the Post

Meet of needs	R	P%
yes	54	72
no	8	10.66
somewhat	13	17.33
total	75	100

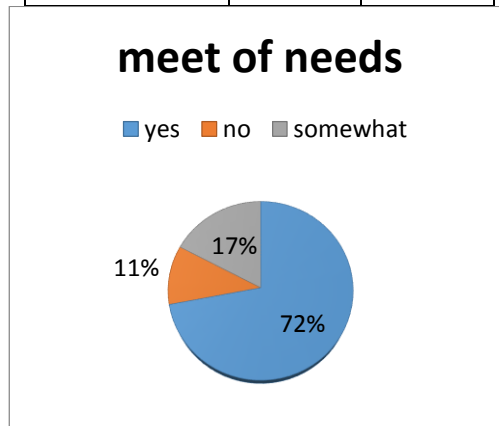


Figure 6: Is the computer software sufficient to cover the needs of the Post

This table shows that a high percentage of employees in the postal unit believe that the computer software in the workplace is sufficient to cover the needs of the mail, estimated at 72%, while 10.66% believe that this software is insufficient, which is a weak percentage when compared to the two previous ones. The high percentage of those who see that the application of computer software is necessary can be explained as software that helps raise the profitability of work within the postal institution due to its great speed and accuracy that enable the institution to complete great works in a short time.

Table 7: Shows us the quality level of the networks used

Quality level	R	P%
high	32	42.66
medium	26	34.66
low	17	22.66
total	75	100

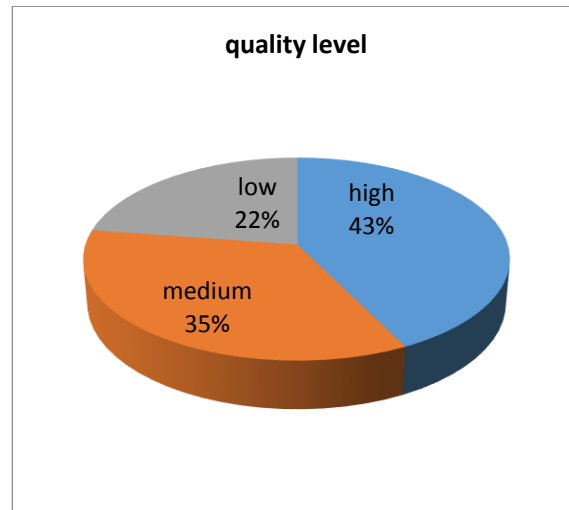


Figure 7: Shows us the quality level of the networks used

From this table, it becomes clear to us that the majority of postal employees respondents confirmed that the network quality is high, representing 42.66%, while the lowest percentage were those who considered it weak, representing 22.66%, and these data reflect that the devices that manage the network are of good quality. Thus it can provide the network for the employees.

Table 8: Explains the reasons for the use of communication technology by postal employees

Reasons of using Technology	R	P%
Facilitate communication	44	58.66
Up to date information	18	24
Orientation and guidance	8	10.66
Reduce from complaint	5	6.66
total	75	100

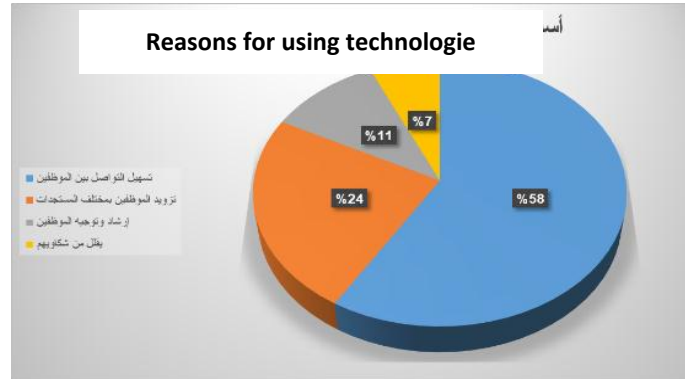


Figure 8: Explains the reasons for the use of communication technology by postal employees

It appears from this table that the majority of respondents attribute the reason for employees' use of communication technology to facilitating the process of communication among them by 58.66%, while those who see the reason for using it is to provide employees with various developments, representing 24%, we can conclude that these results are logical in the time of digital media is a time when the employee must know the latest developments and this will only come through the process of communication through these media.

Table 9: Shows the purpose of using the Post for communication technology

purpose of using technology	R	P%
Facilitate the performance	31	41.33
Strengthening communication	23	30.66
Strengthening relations with others institutions	21	28
Total	75	100

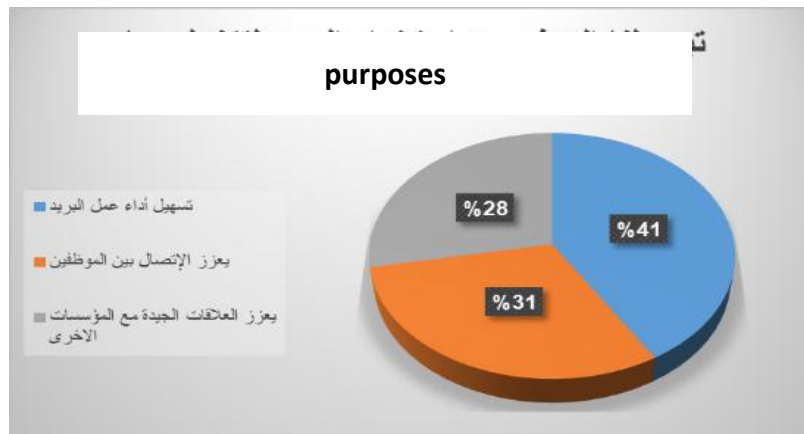


Figure 9: Shows the purpose of using the Post for communication technology

The table shows that the percentage of those who considered that the goal of using the Post for communication technology to facilitate the performance of the agency's work is about 41.33%, while those who believe that use enhances

communication with employees represent 30.66%, while those who believe that it strengthens good relations with other institutions constitute 28%, which can conclusion is the diversity of goals of the use of technology in the Post Agency.

Table 10: Lack of training as an obstacle to the use of this technology

Respondents opinion about lack training	R	P%
agree	41	54.66
neutral	19	25.33
disagree	15	20
total	75	100

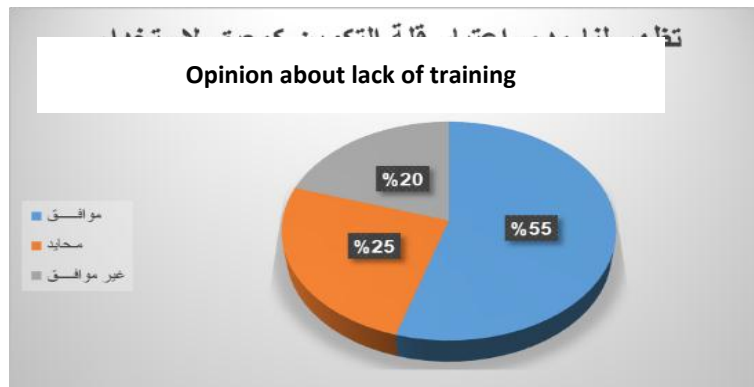


Figure 10: Lack of training as an obstacle to the use of this technology

This table shows us that 54.66% of the respondents consider the lack of training as an obstacle to the use of communication technology in the post office, while 20% believe that the lack of training does not constitute an obstacle, and the rest are neutral and constitute 25.33% of the respondents, and these results reflect the consideration that Lack of staff training prevents the use of communication technology because its use requires training, and training may be available and technology is absent in some isolated places.

Table 11: The extent to which the lack of specialists in this field is considered an obstacle to the use of this technology

Respondents opinion about lack of specialists	R	P%
yes	47	62.66
no	10	13.33
Sometimes	18	24
total	75	100

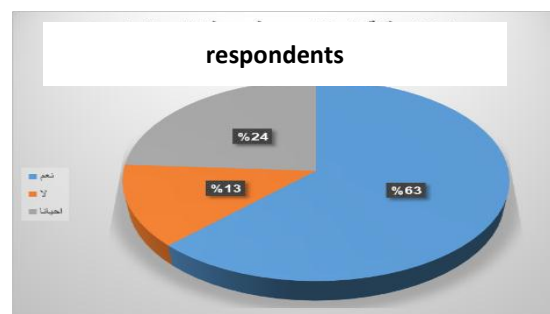


Figure 11: The extent to which the lack of specialists in this field is considered an obstacle to the use of this technology

It is clear to us through this table that most of the respondents see the lack of specialists in this field as an obstacle to the use of communication technology in the post, with a rate estimated at 62.66%, while the neutrals represent 24%, while 13.33% do not see that the lack of specialists constitutes an obstacle to the use of technology, and what can out of it is the post's need for specialists in the field of digital communication because an employee who is not fluent in using this technology cannot communicate with it in the field of work.

Table 12: Considering increasing the flow of the Internet as a proposed solution for the purpose of improving the quality of communication technology in the Postal Agency

improving the quality of communication technology by increasing the flow of internet	R	P%
yes	55	73.33
no	6	8
somewhat	14	18.66
total	75	100



Figure 12: Considering increasing the flow of the Internet as a proposed solution for the purpose of improving the quality of communication technology in the Postal Agency

This table shows that 73.33% of the respondents considered that the increase in Internet flow leads to an improvement in the quality of communication in the post office, while those who considered that there is no solution constitute only 08%, while the rest of the neutrals constituted 18.66%, and this can be explained by the presence of a direct proportion between increased Internet flow and improved communication quality, which benefits the whole agency.

5. Study Results

- The respondents use the new media to transfer files, whether within the postal agency or between it and other institutions.
- Use of modern communication technology in the postal unit for the purpose of obtaining information and knowledge raised by the institution.
- The use of new software helps to cover the needs of the institution, which leads to speed and accuracy of performance and provides an opportunity for learning.
- The control of most of the respondents in the use of modern communication technology indicates the benefit of the training courses offered by the institution.
- The modern communication technology has brought about a kind of change in the Adrar Postal Agency, so that the majority of employees think that it has been able to improve the quality of communication they have.
- Modern communication technology has contributed to improving the internal communication methods and techniques in the postal institution.
- Most of the respondents depended on communication technology and benefited from it inside and outside the post.
- Considering the increase in the flow of the Internet leads to an improvement in the quality of communication technology in the post office.

6. Conclusion:

Modern communication technology has greatly contributed to changing the pattern of postal institutions, which they relied on in all their units, and sought to provide all material, human and technical capabilities in order to make this change a success, accelerate work with this technology and prepare specialized and qualified human cadres to run and apply this technology.

Considering it a living reality that must be adapted and benefited from, the postal unit of Algiers Postal Adrar is among the most important institutions that relied on communication technology, given its importance in raising its

performance and facilitating its transactions for citizens, and this is evident through improving the services provided through it.

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