

5. Зудилова Т.В., Одиночкина С.В., Осетрова И.С., Осипов Н.А. Работа пользователя в Microsoft Excel 2010.– Санкт Петербург: – НИУ ИТМО.– 2012.– 435 с.
6. Гурский Д.А., Турбина Е.А. Вычисления MathCad 12– Санкт-Петербург: Питер, 2006.– 546 с.
7. Барабаш М.С., Гензерский Ю.В., Марченко Д.В., Титок В.П. Лира 9.2. Примеры расчета и проектирования.– Киев: Факт, 2005.–106 с.
8. Городецкий А.С., Шмуклер А.В., Бондарев А.В. Информационные технологии расчета и проектирования строительных конструкций.– Харьков: НТУ «ХПИ», 2003 – 889 с.
9. ПК ЛИРА. Версия 9. Программный комплекс для расчета и проектирования конструкций. Справочно-теоретическое пособие под ред. академика АИИ Украины А.С. Городецкого. К.-М.: 2003.– 464 с.
10. Мсахалая Ж.И. Основы современных информационных технологий. – М.: Наука, 2003.– 189 с.
11. Беляев Н.М. Соппротивление материалов. – М.: Физ.-мат. из., 1985. – 860 с.
12. СНиП 2.01.07-85. Нагрузки и воздействия. М.: Стройиздат, 1986.

УДК 339.137

Iman Abed Mohammed Al badrani
Technical institute in Mousel /Iraq

THE IMPACT OF STRATEGIC PLANNING IN THE ADOPTION OF ELECTRONIC ADMINISTRATION ON THE ELECTRONIC PERFORMANCE. ANALYTICAL STUDY OF A GROUP OF GOVERNMENT BANKS IN MOSUEL CITY

Introduction. The dependence on information and communications technology becomes one of the important pillars from which modern administration has been the idea of employing information administration evolved considerably. The idea of the electronic administration goes far beyond the concept of mechanization own administrations work within the institution, to the administration of all components of the planning, implementation, monitoring and evaluation and stimulating but it is characterized by its ability to synthesize knowledge on a continuous basis and employ them in order to achieve the goals. The electronic administration relies on information structure within the institution to develop an integration vision check and then business performance. Managers seeking to take advantage of information and communication technology, in the performance of functions performed by its employers in various departments in order to reduce the total costs and raise productivity and reduce the time required to perform, and improve decision-making processes, and as a result improve the products, and to ensure the lifting of the volume of sales, and to achieve profits, and including help to achieve the company's

goals and spread the word, and to ensure continuity, and formed in the light of this, the study of the following axis: the first devoted to the methodology of the study, while the second dealt with the theoretical side, while the third axis Straighten the field side, included fourth axis conclusions and proposals. We will discuss these themes in turn.

The first axis: a systematic study

1. The problem of the study:

Government banking sector is facing difficulties limit the capacity of the sector to achieve its objectives in providing services specifications live up to the customer actually expectations, and can be summed up these obstacles to the lack of demand individuals in various categories to deal with the banks, as well as the low volume of activities and facilities trade and investment-related due preoccupation with the performance of the tasks of the banks are not at the core of its terms of reference currency exchange disbursement and pensions., All of this has led to the reluctance of the majority of customers continue to deal with the banking sector due to weak provided in terms of quality and put the current study, the assumption that all those obstacles resulting from the lack of strategic entrances of banks in relation to the adoption

of e-administration to increase the efficiency of the performance of the electronic banking service. According to the study, said the problem could develop in a more evident in the attempt to answer the following questions:

1. Is strategic planning affects the electronic performance in the banks under study?

2. What extent strategic planning affects the dimensions of electronic administration in banks under study?

3. Is affect the dimensions of electronic administration in banks under study, the electronic performance?

2. Importance of the study: Importance of the study, in essence, that the using of information technology that have a significant impact on the success of organizations and improve their electronic performance where gaining study and analysis of the banks is particularly important because the development of its business and the use of advanced technologies, and reflect the field importance to study and extent of interest earned from owning banks of information technology. It can summarize the current study to show the importance of the role of strategic planning in the administration to adopt electronic performance.

3. Objectives of the study: The study identified targets, including the following: To identify the extent of effect Strategic planning in the adoption of electronic performance in banks under study. Test the impact of strategic planning on the dimensions of electronic administration in banks under study. Disclosure of the extent of Effect The dimensions of the electronic performance in banks under study. The impact of strategic planning study on the electronic performance through electronic administration dimensions variable broker. In the banks under study.

The limits of the study:

1. Temporal field: The field study is limited in the period of 22/11 / 2013-22 / 2/2014.

2. spatial field: the study is limited in the three branches of Rasheed Bank in Mosul.

3. Study Approach and methods of data collection and information:

Researcher adopted on the descriptive and analytical approach based on field study to obtain the data from the main sources and test the validity of hypotheses to answer questions about the study by relying on resolution. Which are designed according to scientific steps accepted, which included four paragraphs, namely:

first: specialized demographic and tariff data relating to descriptions of the study sample (age, gender qualification, job title, service period (experience in years).

second: specialized indices related to the independent variable (strategic planning), by (7) is as measurement indicators measure related to the message and Environmental Analysis (SWOT)) and objectives by depending on the source (Kubaisi 0.2012).

third : specialized median variable indicators (electronic administration) by (17) is a measurement indicators and depending on the source (Otaibi 0.2010).

fourth : specialized dependent variable indicators (electronic performance) by (29) as measurement indicators by depending on the source (Hassan, 2007). The display of each variable across a range of phrases, according to the Likert scale quintet, which began with "strongly agree" and ended with "strongly disagree."

And after distribution the application form subjected to test the validity and reliability by using statistical software (SPSS.16) and got a degree reached to the (0971) according to the "Krubach alpha" coefficient and the researcher adopted on Arabic and foreign references, journals, thesis of universities, Iraqi virtual scientific library and information from Internet related to the subject of study to cover the theoretical side and support the field side of study. Regarding statistical analysis has been to rely on statistical measurements, distribution recurring, percentages, standard deviations and coefficient of variation, also used all of regression to test hypotheses of study.

The study scheme and hypotheses as the scheme shows the general shape of the study variables and components comes (1):

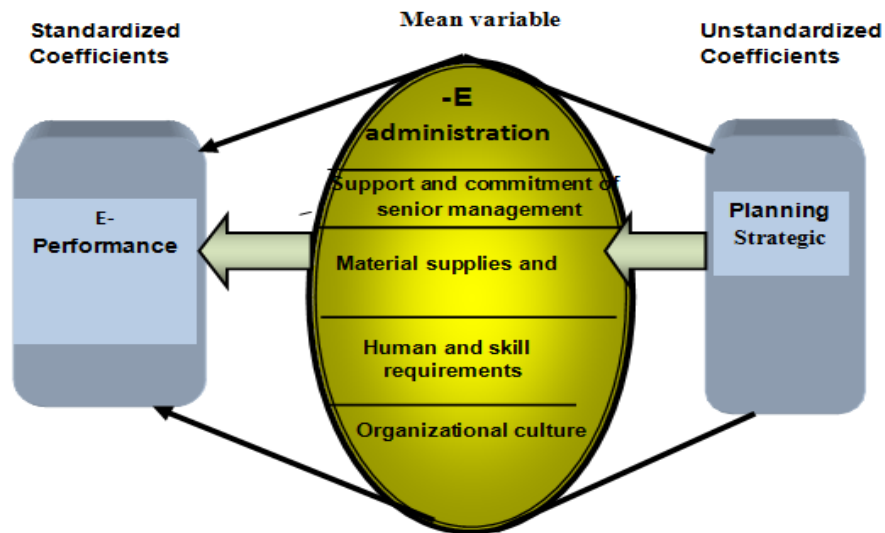


Fig. 1. Scheme of study -preparation by researcher

7. Hypotheses:

The scheme (1) reflects possibility of relationship between the un standardized variable (strategic planning) and the standardized variable (Electronic Performance), median variable indicators (electronic administration), and ending To prove The prospects for this relationship and branches, the current study adopt, the following assumptions:

The first hypothesis: There are a number of statistically significant correla-tions between the study variables (Strategic Planning, electronic administration, elec-tronic Performance), look (Fig 1).

The second hypothesis: There is significant Statistical Effect of Strategic planning (in standardized variable) on elec-tronic administration (standardized variable) in the banks under study.

The third hypothesis: the existence of a significant effect of strategic planning on electronic performance.

The fourth hypothesis: The existence of a significant influence on relationship of electronic administration with electronic performance variable.

8. Description Community and Characteristics the study sample:

The study tested the hypothesis in a group of branches of government Rasheed Bank in Mosul as an filed To conduct study, And the following is a brief overview of the aspects of these banks, it was a choice three branches of Rasheed Bank from six branches work in the Mosul city, Through the using of intentional sample Consists of 60 members divided among managers, assistants mana-gers, heads of departments and directors of administrative ,legal units , from upper and middle administration distributed them form questionnaire designed for this purpose has been retrieved all Response rate 100% (look table 1).

Table 1 - Data on the banks included in the study.

Bank Presi- dent	Branches				Questionnaire	
	Branch Name	Number	Address	Year Founded	Recipient/ Number	Reccurent/ Number
Rasheed	Dawasa	130	Pedal area	1972	20	20
	Mosul	3	Pedal area	1988	20	20
	Khalid ibn Walid-al	100	Pedal area	1948	20	20

Source: Table prepared by the researcher in the light of the induction booklet for banks under study.

The table shows (2) Special for respondents workers in the branches of the banks surveyed as follows:

Table 2 - A description of the study sample (workers)

Gender	Males		Females		Total compound				Faculty ratio	
	Number	%	Number	%	60				100	
	18	30	42	60						
Age	20-30 year		31-40 year		41-50 year		More 51		Total	%
	Number	%	Number	%	Number	%	Number	%		
	11	18	14	24	17	28	18	30	60	100
Job title	Director		Associate director		Head of department		Administrative and legal		Total	%
	Number	%	Number	%	Number	%	Number	%		
	1	2	31	52	8	13	20	33	60	100
Number of service years	Less 10 years		11-20 years		21-30 years		31 and more		Total	%
	Number	%	Number	%	Number	Percentage	Number	%		
	14	23	13	22	15	25	18	30	60	100
Academic achievement	Secondary school		Diploma		Bachelor		Phd		Total	%
	Number	%	Number	%	Number	%	Number	%		
	21	35	13	22	26	43	0		60	100

1. Gender: male ratio was of the respondents (30%), while the percentage of females (60%) and we note the important role of women in the banking business and is a good indicator, because the banking business compatible with the nature of women.

2. Age: We note from the table that the age group (20-30 years) represent (18%) of the sample, and the age group (31-40 years) represent (24%) of the sample and then come category (41-50 years) and by (28%) and finally the category (51-over) and year (30%) is an indication of the natural universe of respondents who have a long service in the banking business.

3. The Job title: regarding job title -the proportion of assistants director was the largest in the banks, amounting to (52%), the number of members who represent total (31) members, followed by workers in the administrative and legal ratio reaching (33%) the number of members (20) member, followed by the percentage of head of department or division responsible

(13%) the number of members (8) and then as director of personnel amounted percentage (2%), number (1).

4. service years: the highest category is (31 and over) in the government banking sector as an rate of (30%) represented by (18) member of the study sample, followed by category (year 21-30) (25%) represented by (15) members of the study sample, followed by members of the group (10 or less) (23%) represented by (14) member and finally category (year 11-20), (22%) represented by (13) members of the government banks sample.

5. Academic achievement: majority of respondents to government banks have bachelor's degree (43%) of the total respondents that any number of members (26)member, followed by secondary school certificate amounting (35%) the number of members (21) member, then the proportion of the certificate diploma reaching (22%) the number of members (13) member

The second axis: theoretical side

First- concept of strategic planning

E-Business for the company development requires, existence of a comprehensive strategic planning for the transition to the new activities and apply them successfully through design strategy expresses about the mission

and vision of the organization and strategic objectives that represent the core purpose (Alomari, and Samurai 0.2008). Because it actively contributes to uncover all the factors that carry the organization to success, and avoided the failure factors, so the organizations that transmit its electronically based mainly on planning for the resources to find out the extent of its ability to achieve its goals (Patha & Baldwin, 2008) .The electronic planning in terms of overall limitation may not differ from the traditional planning, both of them depends on goals setting and identifying ways to achieve (a star, 2004.297). The technology of modern easier for organizations to work and gave it a unique advantage for their business and for the organization to become a leader in the technology by docile toward strategic planning that is Kan achieve excellence (Beach, 2004: 82) , organizations are sponsoring the Internet technology in their work may be lost due to the absence of strategic planning (Saban, 2001: 26) It must be said that not all companies can succeed when operating the Web, not all e-business can contribute to achieving a competitive advantage (Rich, 2006: 12). So the strategic planning considers the basic process that advances any administrative process, and by which to determine the organization's mission and setting goals and strategies, and draw a different policy inevitable necessity for the success of any business of the business. It specializes determine potential required to achieve them.

(1) The importance of strategic planning:

The importance of strategic planning in the identification and formulation of the core issues, and strategic directions of the organization to be the basis and premise in directing the operations and administrative functions, and raise the level of awareness of the change in the incident external environment, and its importance can be summed up in the (Aldahr, 2009.82):

- ✓ Increase management's ability to control the resources available and the rationalization of allocation within the limits of the restrictions imposed on them.
- ✓ provide a framework to management guide in decision-making.

- ✓ Minimization conditions of uncertainty factors for the external environment, and the diagnosis of their effects on traffic management, and the development of methods and tools to deal with them and restrict their effects, and to identify opportunities.
- ✓ Strategic Planning helps organizations to develop standards for the supervision and evaluation of performance.
- ✓ Strategic planning ensures the success for business organizations, and managers.

(2) Strategic planning objectives:

Strategic planning objectives have been identified, including the following: (Abu Hashim 2007.33) 1) treatment of uncertainty in the organization's work environment. 2) Identifying and directing strategic paths of the organization. 3) Develop and improve the performance of the organization, and the development of administrative systems in the organization. 4) Supporting and development the capacity of human resources in the organization.

(3) The organization's mission:

The organization's mission considers foundation that determines the current and future field work of organization and distinguishes it from other organizations, and the mission must be to determine the best ways to exploit the organization possibilities, and define the pillars of success which the organization will depend on it, to outperform whether this field respect to products produced, or that types of consumers, or the technological side user .an organization develops its mission through a series of stages (Sirefi 0.2008: 179-180) and shows (instead of 0.2001: 54-55) the importance of the message in the following: develop a consensus on the basic objectives and to give a clear vision of the nature of the organization's work. they give a definition of work helps to make strategic objectives are clear and real. It promotes and adopt an environment integrated and coherent and unified. Organizationally. Facilitate of dealing of internal and external sides with the business organization as a result of the existence of a clear philosophy.

(4) Environmental analysis:

SWOT is analysis, which aims to compare the strengths and weaknesses in the organization by the opportunities and threats produced by the external environment. SWOT analysis depends on the assumption that the active strategy is working to enhance the strengths and opportunities of the organization points, and minimize the impact of weaknesses and potential threats.

Seen (Dess, et.al.2007,78) an analytical tool to assess the opportunities and threats in the external environment as well as the strengths and weaknesses in the internal organization environment, and pointed (Alani and Jawad 2008.43) that the SWOT analysis is a planning tool for success in to deal with the

changing environment . SWOT analysis helps in the evaluation of the process and review the current performance of electronic business and compared with the target criteria, as well as the role of supporting the creation of an electronic strategy will enable the organization to focus on the elements of strength and investment opportunities or to change the strategic path to resort to new defensive strategies when there changes in the external environment (Al-Tikriti and Alaak .2006) (142: regarding the components. As this analysis the table (3) review the factors affecting the internal and external environment of the organizations in the field of electronic administration.

Table 3- Sanalisi SWOT matrix (Strengths, weaknesses, opportunities, threats)

Strengths	Weaknesses
Direct contact with customers. Easily create websites Start-up costs are relatively low Easily promote products and services on the Web. Ease of finding information .. Provide immediate information for businesses from interne Development in the telecommunications sector	Low consumer electronic financial services B Limited use in e-administration. The absence of a legal regulatory framework of electronic integrated circuit. poor communications infrastructure is relatively. Low salaries in the IT and telecommunications sector. Lack of flexible payment systems. High costs of developing the Web site.
Opportunities	Threats
The ubiquity of the Web. The widespread use of computers. Lower information costs. Reduce the cost of digital goods and services. Provide opportunities for investments in information technology. Increasing training and education in the field of electronic administration. Increase local internet portals.	The emergence of new technologies. security problems of the Internet Privacy issues. Lack of strategic vision of the State E-administration.. Lack of planning acts of VPL all companies. The weakness of employment. Increased competition for new intruders.

Preparation researcher: Depending on the specific aspect theoretical literature.

(5) Objectives:

strategic objectives are formulating after the external environment and internal environment analysis by comparing the strengths and internal weaknesses with opportunities and environmental threats (external) whether current or anticipated in the future, through the use of technology (SWOT)

and comparing the results obtained with the capabilities and resources essential to the organization, and must be characterized by goals (Miller & Dess, 1996, 18): susceptibility quantifiable / clarity and ability to understand / objectivity and realism / participation of workers in setting of objectives/ harmony and coherence between the objectives / puplic and

inclusiveness / that are cost-benefit calculation when placed / to be documented and written and specific achievement during the period of time in the light of available resources/obtain the support and the support of senior administration, there are no goals suitable for all organizations and all situations, so it was incumbent on the organization to define its objectives in line with the strategic vision of her and with her message, which aspires passed them on to the community and its philosophy and the need for dealers with it.

Second: the electronic administration

(1) concept and importance and objectives:

The modern administrative efforts push for the exchange of information and data, and active participation in decision-making, by relying on a network of computers, which connect the organization departments and branches with each other, and this is what makes up the renamed model of electronic governance (Al Hammadi, 2004.3)

Electronic- administration implements the administrative functions of planning, organizing, monitoring and decision-making through the use of information technology systems within the organization on the one hand as you link the organization category influencer's administration (suppliers, buyers, clients, competitors, devices and government Organizations) in order to develop the organization's relations with its environment on the other hand The importance of electronic administration is, reflecting the most important function in any organization, namely the administration, that activity which features it plans and directs, organizes and stimulates and monitors all other activities, in any section of the people of the organization, and whenever they (management) on a high level of

competence and skill level and flexibility, the more organized opportunities in the progress and development of more and excellence, and vice versa (aldhafi 13). the ultimate objectives of electronic administration is the formation of the real value of the series and added to the organization and to link this series using telecommunications networks (especially the Internet) with a series of influential values, and that of in order to achieve competitive advantage strategy confirmed.

2) The elements of the electronic administration:

The electronic management and the information technology revolution is the creature of the mixing of the three-fertile computer hardware, Source: Saad Ghalib, (2009), «electronic management», Daralazuri scientific publishing distribution, Amman, Jordan and communications networks, and is located in the heart of these components of knowledge makers of experts and specialists who represent the functional and human infrastructure of the system of electronic administration, and Figure 2 above shows the basic elements of electronic administration. Moreover, the essence of the work of the electronic administration is based on the idea of achieving synergy structural between elements of computer hardware, software, and communications networks, in order to achieve the greatest possible automatic computing in the flow and the activities of the Organization's operations at home and abroad to ensure a rapid response to the incentives change of environment competitive, and the emergence of alliances and electronic management activities.

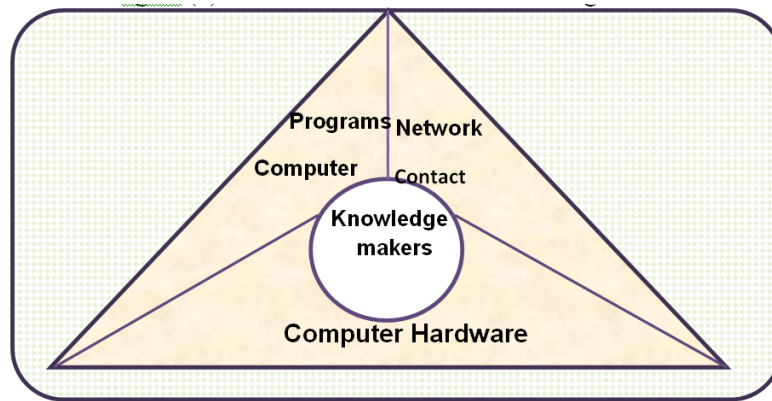


Figure 2. The elements of the electronic administration.

(3) The dimensions of the electronic administration:

Managers practice under the electronic administration model, an important role, promotes their roles in thinking, creativity and take advantage of the physical and human resources, and cultural, in order to achieve the objectives of the organization and must say that not all organizations can succeed when operating the Web, not all E-Business can contribute to achieving competitive advantage (Rich, 2000: 12), but there is a range of dimensions if available and integrated across the purposeful management system, which imposes on business organizations to change their operations with the changing technology and methods of international labor, (Pinder, 2005, 18) and this whole constitutes electronic administration dimensions which can be displayed as follows:

(3.1) Support and commitment of senior management:

In light of the spread of information and communication technology, and low acquisition and operating costs, in any organization, there is no way to benefit from this technology, without the presence of the commitment and support sustained by senior administration, as senior administration plays a crucial role in the adoption of electronic administration project, it is also play an essential role in the application and integration of aspects, including both material or human or other information requirements. It is known that senior administration, is responsible class basis, for the formulation of the strategy working for any organization and follow-up application and comprehen-

siveness, and the adoption of electronic management application amounts to be a strategic project, deserves support and commitment, and the benefits realized by the application, not the task of only short-term , but its long-term effects on the future of the organization and its reputation and shares market, locally and globally, then senior management commitment and support, represents the essence of the dimensions of electronic management model dimension, that were not of the most important application of the model dimensions (roger, 2004, 76).

(3.2) Material supplies and programming:

During the last two decades the capabilities and potential of electronic computers has doubled hundreds of times, as increased speed of information processing. And Computing electronic, a set of material parts tangible, receives the data and stores, and address the complex processes, in fact the physical and material components, remain completely unable to provide any service or to respond to any order, without software, as the case in the evolution of the physical components of electronic calculators, also the software components developed (components intangible) very fast, and has become more efficient and easier to use. There and became great opportunities for networking and active participation of the information and data with more than one party inside and outside the organization, using electronic networks, the international information network (Internet) is the most important (Bill, 2008, 6). material supplies and the software includes a set of tools related to the setting up and operation of

electronic computers and connect them with some, in order to accommodate the large amounts of data, information and perform a number of operations on them, with non-residual storage in the rules and mechanisms in the hope of benefit from them in the future again (white, 2002, 22).

(3.3) Human skill and supplies:

There is no doubt, in the electronic administration model, a great need human skills and capacity qualified to keep up with rapid movement in the development of information and communication technology field, and the formation of an internal centers in any organization to copy and disseminate those skills for all employees in the organization through training and education mechanisms and the adoption of technology, in order to raise the efficiency of functional and administrative processes. Human and supplies, including holdings of skills, also contribute to the dissemination of knowledge and information between all departments, especially if there is a proper system of material incentives or legal persons that pay workers to develop their skills and experience are constantly and continuously, in order to keep abreast of developments in the performance of jobs the one hand, and uses of information and communication technology on the other hand (Roger, 2004, 17). The electronic model, such as administration, need more than non-qualified human resources, which possesses the skills and experience of what makes use electronic computers and networks are promotes functional tasks assigned to each employee or agent (pindar, 2005, 76).

(3.4) Organizational culture:

The human diversity Became represent one of the most important organizations properties, so individuals workers will need to cross the cultural barrier and cognitive differences, knowledge of interventions and the differences that exist between these variables in order to perform their job successfully, fill in society overlapping cultures and global economy is growing and increasing technical specialist (Al-Otaibi, 2010:). The process of applying electronic administration and use, difficult and

complicated process, if there is no organizational culture at a high level of awareness among all personnel, some with others on the one hand, and with them and with the executive departments on the other hand, would help to bring about changes in the organizational culture , to accommodate the electronic working vocabulary, and increases the need for organizational culture, because it allows the application of electronic administration in a simple and easy, start comprehensive and expansion, little by little, which reduces the chances of the forces of resistance to change appearance and thus the electronic work failed, partial or total (Aldhfi, 2006 0.17).

Third: The electronic Performance

(1) Performance Concept:

The performance concept is more complicated and ambiguous because it is a central hub to guess the success and failure of organizations. The electronic performance is an important and fundamental concept of business organizations is the mirror that reflects the situation in the various aspects (Majeed 2006.170). The performance is a reflection of the ability of the organization and its ability to achieve long-term goals and the light in accordance with the specific interaction with internal and external variables standards, as confirmed (al-Obeidi, 2007.58) in the same direction that the concept of organization performance will be through the following dimensions: Quality management;The quality of goods and services; innovation; the organization ability to attract talented people and retention; Social Responsibility; The value of the investment in the long term.

(2) Electronic performance:

The organizations success in the new world of business should be to adopt a electronic action via digital devices, computer networks, therefore provides a fast, flexible and low-cost ways for business. The electronic performance, is organizations using for Internet and other digital applications in the providing of services and information to its employees, that the qualitative transformation in business has led to the emergence of electronic service element, a concept that finds

place in the strategic confluence (Alalak, 2004.63), The first of strategic point is to transmission of the economy in goods to services, while the second is represented in the massive and rapid expansion of electronic information and networking economy, has been the most successful organizations focused on work to find out what is the thing that customers want until you ensure the continued excellence and success, by working to change the style Managing the prevailing desires of customers and giving first priority, (Dararkah et al., 2001.143). Organizations have been able to and through Matuverh of very high potential to achieve advanced models in the development of the level of performance in the basic elements (Hasan, 2002.7) the following:

1. The high-speed performance: shout it possible to complete a large volume of tasks using the computer and available software.

2. High quality and performance: it has become a specification of the performance results achieved more in conformity with the standards, because of performance resulting from automation accuracy.

3. Reduce the cost of performance: accomplish the tasks cost decreased due to lower human effort (speed and accuracy of delivery) and low damage and losses.

Based on the foregoing we can say that information technology has become a system to accomplish the tasks and activities that are executed electronically.

(3) Concept of electronic service:

Defines service as «a performance activity directed to satisfy the specific needs of customers, also known as activity or benefit can any party to submit to another party», and defined as business processes, events and performance (Zerthaml, 2002, 5) and can be seen to the service as part of a content business strategy, e-on it's the performance of work or activity play business organizations, which consist of a group of subscribers via the Internet (Abu mouse, 2004.196). He adds (Lovelock, 2001,16) that there is in fact a set of characteristics that contribute to the greater degree of understanding of the services can be viewed as a performance or performance efforts being made and addressed to the

satisfaction of certain needs and according to the different desires.

Based on the foregoing that the performance of the electronic service associated comprehend the customers for the actual performance of the service rendered such as the facilities which associated with providing the service, and individuals those in charge of the performance of the service, which includes style made by the service, and gets the customer actually the way that leads out of service, so the outcome of the interaction between the customer and between the elements of the service organization itself, that calls for organizations to conduct surveys to find out the opinions of customers prefer to have this poll objectively and according to the scientific method. The growing power of the customers and the competition for acute organizations to improve customer service, and the evolution of the entrances innovative to satisfy customers, the organization needs after obtaining prior permission from the customer to understand the extent of awareness of customer's existing relationship with them and represented in the following areas (Turban, 2003, 13):

1. Interaction:

Any interaction process is identify on the extent to which the case of real interaction between the organization and its customers, and the extent of reaching the level at which the organization is looking forward to him which ensures strong and sustainable relationship that aspire to it, and this Be achieved by increasing the ratio of inflows to the external interactions and measure the interaction of knowing the length and intensity of interactions and conversations with customers and get satisfaction by (Turban, 2003, 13).

2.The Accessibility:

To be sure that the organization which want to configure, develop and sustain successful relationships with customers in every place and time need to be increased interest (Alalaak, 2004.238), the question of the extent to realize the customer's ease and difficulty of access to the organization's Web site because it is one of the vital issues that should be on the organization action toward

measurable, or identify them and this can be achieved by conducting surveys among customers for their opinions, and most important things that should be measured those relating to: easy access and easily handle.

3. Opting:

the customer considers master of the situation in the electronic service environment and the organization should in this case to ensure the safety and effectiveness of their plans, and the proper construction requires the long-term of relationships between the business and customers more than just plants.

Automation of activities, events and Blue sees (Blue, 2000) that customers are characterized by the following characteristics and features:

1. The desire to obtain information and data quality are consistent with their needs and desires.
2. Full readiness to receive information from the organization, and provide the organization with the required information and data.
3. a firm desire to get the services and solutions are ideal.
4. desire to deal with one channel and not several channels.
5. tendency for continuous service around the clock and in the time and place of the customer.

4. Stickiness:

It is extent of the commitment of customers to deal with the organization and her preference their readiness to keep the cooperation with them apart from the presence of competitors in the market. Basic philosophy (electronic) of the service lies in the focus on citizens through identify them closely, and interact with them more closely in order to meet their needs, (Maoz, 2001,25) and (Turban, 2003, 13) suggests that the successful service motives include simplicity, appropriate speed, reliability, and cost efficiency, and credibility, and the link personality. The will of the vast majority of these elements in the systems offered by information technology within the organization to the customer.

6. Profitability

With the best technology, both from the performance and productivity can be improved

to achieve success and gain the status of the organization

Thus markets expanding and maximizing wills (Dodge, 2006.80). And in order to achieve stickiness and interaction with the customer to choose must be the successful relationship (profitable) Long term with the customer, what should be measured in this area is:

- inflows which inter from customers revenues and relations with them.
- outflows emerging about the relationship with the customer management in the sense that the costs borne by the organization to the customer service flows.

Based on the foregoing that the performance of the electronic service associated comprehend the customers the actual performance of the service provided facilities that accompany the provision of the service, and individuals those in charge of the performance of the service, which includes style made by the service, and what the customer actually gets it and the way in which the service is performed.

SECTION(3): FIELD SIDE

This section includes the following themes:

First. Description and diagnosis of strategic planning of variables:

Note from the data table (4) of the Distributions recurring The arithmetic mean, standard deviation of the strategic planning variable paragraphs that the highest percentage of respondents agree on the necessity of adopting attitudes toward strategic planning and its use in the practice of different businesses, and the table shows (4) the existence of the proportion of positive agreement of (38.557).

We note that (31.185) of respondents agree to some extent on paragraphs this variable, while we find that (30.258) pointed to the need not to agree to the adoption of strategic planning in various businesses. Among the most prominent paragraphs that have contributed to the enrichment of this variable is (x5-x6-x2). These answers came with a mean (3.187) and the standard deviation (1.077). The table (4) also shows electronic management variables data and a high agree

proportion that its need to adopt practices electronic administration among the relevant parties that contributing to the reduction of a lot of time and effort and increase the exchange of ideas, where the proportion (42.606) of the total percentage is highlighted paragraphs which contributed to the enrichment of this

variable is the (x12-x15- x8-x9-x22), while the (25.525) of individuals agree to some extent. The proportion of those who do not agree was (31.869). The arithmetic mean index (3.461), the standard deviation (1.161).

Table 4 - Distributions recurring , arithmetic means and standard deviation of the variables dimensions of strategic planning and electronic administration.

Dimension	Variable	I completely agree		Agree		Neutral		Oppose		Strongly disagree		Mean	The standard deviation
		K	%	K	%	K	%	K	%	K	%		
Strategic planning	X1	8	13.3	11	18.3	26	43.3	13	21.7	2	3.3	3.166	1.027
	X2	8	13.3	15	25.0	22	36.7	13	21.7	2	3.3	3.233	1.047
	X3	7	11.7	9	15.0	18	30.0	22	36.7	4	6.7	2.883	1.121
	X4	6	10.0	12	20.0	20	33.3	19	31.7	3	5.0	2.983	1.066
	X5	17	28.3	21	35.0	12	20.0	10	16.7	0	0	3.750	1.051
	X6	10	16.7	21	35.0	15	25.0	10	16.7	4	6.7	3.383	1.151
	X7	6	10.0	11	18.3	18	30.0	22	36.7	3	5.0	2.916	1.078
Average		38.557				31.185		30.258				3,187	1.077
Electronic administration	X8	16	26.7	13	21.7	15	25.0	12	20.0	4	6.7	3.416	1.266
	X9	11	18.3	22	36.7	18	30.0	9	15.0	0	0	3.583	.961
	X10	10	16.7	15	25.0	22	36.7	12	20.0	1	1.7	3.350	1.038
	X11	13	21.7	17	28.3	18	30.0	12	20.0	0	0	3.516	1.049
	X12	21	35.0	20	33.3	10	16.7	6	10.0	3	5.0	3.833	1.166
	X13	9	15.0	8	13.3	7	11.7	18	30.0	18	30.0	2.533	1.431
	X14	15	25.0	14	23.3	20	33.3	9	15.0	2	3.3	3.516	1.127
	X15	15	25.0	22	36.7	11	18.3	9	15.0	3	5.0	3.616	1.165
	X16	9	15.0	6	10.0	13	21.7	22	36.7	10	16.7	2,700	1.292
	X17	8	13.3	7	11.7	15	25.0	22	36.7	8	13.3	2.750	1.229
	X18	6	10.0	11	18.3	12	20	27	45.0	4	6.7	2,800	1.131
	X19	8	13.3	12	20	10	16.7	27	45.0	3	5.0	2.916	1.183
	X20	10	16.7	10	16.7	16	26.7	17	28.3	7	11.7	2.983	1.268
	X21	12	20.0	12	20.0	15	25.0	15	25.0	2	3.3	3.350	1.161
X22	13	21.7	15	25.0	23	38.3	9	15.0	0	0	3.533	0.999	
X23	11	18.3	14	23.3	20	33.3	13	21.7	2	3.3	3.316	1.112	
Average		42.606				25.525		31.869				3.231	1.161

Third. Description of electronic performance and diagnosis variables:

1. Description of interaction variable and diagnosis: The results (Table 5) that there is a

high agreement between the sample members, amounting to (50.66), which refers to the interaction case between customers and the bank, variable (X28) has been more variables

in support of this dimension, which refers to the interaction case has the bank's ability to stimulate the customer and the formation of a close relationship with him. This variable has

come a mean (3.616), and a standard deviation (1.106).

Table 5- Distributions recurring of arithmetic means and standard deviation of the electronic performance variables dimension.

Dimension	Variable	I completely agree		Agree		Neutral		Oppose		Strongly disagree		Mean	The standard deviation	
		K	%	K	%	K	%	K	%	K	%			
Electronic performance	Interaction	X24	20	33.3	20	33.3	13	21.7	6	10.0	1	1.7	3.866	1.049
		X25	11	18.3	9	15.0	10	16.7	25	41.7	5	8.3	2.933	1.287
		X26	12	20.0	18	30.0	19	31.7	10	16.7	1	1.7	3,500	1.049
		X27	16	26.7	12	20.0	23	38.3	7	11.7	2	3.3	3.550	1.111
		X28	15	25.0	19	31.7	16	26.7	8	13.3	2	3.3	3.616	1.106
	Average		50.66				27		22.34				3.493	1.120
	The ability to access	X29	16	26.7	13	21.7	21	35.0	10	16.7	0	0	3.583	1.062
		X30	11	18.3	12	20.0	24	40.0	12	20.0	1	1.7	3.333	1.052
		X31	11	18.3	12	20.0	22	36.7	13	21.7	2	3.3	3.283	1.106
		X32	14	23.3	15	25.0	25	41.7	3	5.0	3	5.0	3.566	1.063
		X33	14	23.3	17	28.3	20	33.3	7	11.7	2	3.3	3.566	1.079
		X34	17	28.3	17	28.3	20	33.3	5	8.3	1	1.7	3.733	1.022
	Average		46.934				36.666		16.4				3.510	1,064
	Choice	X35	21	35.0	20	33.3	12	20.0	6	10.0	1	1.7	3,900	1.052
		X36	22	36.7	15	25.0	13	21.7	9	15.0	1	1.7	3,800	1.146
		X37	9	15.0	22	36.7	18	30.0	11	18.3	0	0	3.483	.965
		X38	13	21.7	12	20.0	18	30.0	16	26.7	1	1.7	3.333	1.144
		X39	15	25.0	13	21.7	21	35.0	10	16.7	1	1.7	3.516	1.096
	Average		54.02				27.34		18.64				3.664	1,080
	Stickiness	X40	8	13.3	18	30.0	12	20.0	20	33.3	2	3.3	3.166	1.137
		X41	12	20.0	7	11.7	9	15.0	22	36.7	10	16.7	2.816	1.396
		X42	9	15.0	9	15.0	12	20.0	23	38.3	7	11.7	2.833	1.264
		X43	10	16.7	12	20.0	8	13.3	27	45.0	3	5.0	2.983	1.241
		X44	7	11.7	21	35.0	14	23.3	16	26.7	2	3.3	3.250	1.083
	Average		37.67				18.33		44				3.010	1.224
	Profitability	X45	15	25.0	21	35.0	18	30.0	6	10.0	0	0	3.750	1.950
		X46	11	18.3	14	23.3	23	38.3	11	18.3	1	1.7	3.383	1.043
		X47	8	13.3	13	21.7	18	30.0	19	31.7	2	3.3	3.100	1,100
X48		9	15.0	15	25.0	19	31.7	13	21.7	4	6.7	3.200	1.146	
X49		7	11.7	13	21.7	15	25.0	22	36.7	3	5.0	2.983	1.127	
X50		7	11.7	11	18.3	16	26.7	24	40.0	2	3.3	2.950	1.095	
X51		10	16.7	10	16.7	16	26.7	19	31.7	5	8.3	3.016	1.228	
Average		39.057				29.714		31.229				3.197	1.241	

2. Description the ability to access, diagnosis variable: The data Indicate (Table 5) to the (46.934) answers of the study sample confirms the existence of a high percentage of agreement to the attention of the bank his handling with the customers, and the use of

methods to help them ease contact your bank through variable (x34) and (X33) where he contributed to these elements enriching this variable that came by agreement (56.6%), (51.6%), respectively, and the mean (3.733, 3.566) and standard deviation (1.022, 1.079).3.

Description and diagnosis of selection variable: The data of table (5) show existence of a high agreement between the answers to the study sample was (54.02) compared to (18.64) does not confirm it and (27.34) were without opinion. There are two shares in positive this variable are (X35) and (X36) who indicate the transparency which handles customers with the bank owning the bank sufficient information about customers and their addresses and phone numbers and their e-mail and the possibility of the bank to contact them and obtain the necessary information. Who came by (60%, 0.433%). The mean (3.900, 3.800) and standard deviation (1.052, 1.146).

4. Description and diagnosis of sticking variable:

The data of (Table 5) indicate to existence of an agreement on the interest the bank to conduct exploratory studies to determine the opinions of customers, has reached agreement ratio (37.67) compared to (44) do not agree.

5. Description and diagnosis of profitability variable:

The data of table (5) show to existence of a large agreement between the answers of the study sample was (39.057), and the profitability of the bank was from customers revenue and variables that enriched this variable dimension (45), and variable (46) which states that the profitability measure Bank depends on the size of the spending, which came by agreement (60%, 41.6%) and mean (3.750, 3.383) and standard deviation (1.950, 1.950), respectively.

Fourth. Test of correlation and effect relations between the study variables :

For studying purpose of the correlation and influence relations between the variables

of the study, and based on hypotheses will be applicative some of the tools and the statistical methods for the purpose of identifying the validity of the study and model assumptions 1- The analysis of correlations

The first major hypothesis indicate presence of a significant correlation between strategic planning and electronic administration and electronic performance, depending on the data of table (6) can be said to accept the first hypothesis, came correlation between variables of strategic planning and electronic administration significant and so in terms of significant, the correlation coefficient reached to (0.731 **) at the significant level (0.01). In the same context, the analysis of simple and multiple correlation values between strategic planning and electronic performance are significant also came as significant correlation of coefficient terms (0.707 **) at the macro level at the significant level (0.01), as correlations significant came at the micro level also, shown in the table (5) When the significant level (0.01) has won after sticking the strongest relationship of (0.676 **), followed by the ability to access after (0626 **) and then profitability (0.588 **), followed by post-selection (0586 **) and finally came after interaction (0575 **). Regarding the relationship between electronic administration and electronic performance, it has also significant came at the macro level at the significant level (0.01), and significant so in terms of the coefficient of correlation (0.789 **), as correlations were significant at the micro level has.

Table 6 - Results of correlations between variables of the study.

Unstandardized variable	Certified variable						Total
	E-administration	E-performance					
		Interaction	The ability to access	Choice	Sticking	Profitability	
Strategic Planning	0731 **	0575 **	0626 **	0586 **	0676 **	0588 **	0707 **
Electronic administration		0742 **	0638 **	0663 **	0652 **	0713 **	0789 **
total	0731 **						

The strongest correlation to the amount of the reaction after (0742 **) followed after profitability (0713 **) and then after the selection (0663 **) followed after sticking (0652 **) and finally after the ability to access (0638 **).

Fifthly. Analysis of the effect relations between the variables of the study

The table (7) shows the effect of strategic planning (Unstandardized variable) in the electronic administration (Standardized

variable) recalling the results of the regression described the analysis in the table (7) to the existence of a significant effect of strategic planning in the electronic administration and this means accepting the hypothesis major second to the effect: that there significant effect relationship of strategic planning in the electronic administration. Can be the embodiment of the moral relationship model based on the analysis of variance in.

Table 7- Analysis of influential relation between strategic planning and the electronic administration.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.891	.297		3.003	.004
strategic planning	.734	.090	.730	8.143	.000

P** ≤ 0.01

N= 60

D.F (1, 58)

Table (8), which showed that the model significantly according to the value (F = 66.310 calculated) at the abstract level (0.01) and the degree of freedom (1.58) greater than (F = 4,95 tabular), and the coefficient of determination, which expresses the unstandardized coefficients combined ability

the interpretation of which was approved variable value (R² = 0,533) and this means that (53.3%) of the variance explained by strategic planning in the electronic administration variables while (46.7%) dating back to the random variables that cannot be controlled.

Table 8- The contrast between the strategic planning and analysis of the electronic administration.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	21.254	1	21.254	66.310	.000
Residual	18.590	58	.321		
Total	39.844	59			

D.F (1, 58)

N= 60

P** ≤ 0.01

The third hypothesis states: the existence of a significant effect of strategic planning on electronic performance, can be tested through the table (9) shows special analysis of variance there is clearly a significant effect of strategic planning on electronic performance in terms of R², which is the factor (50%) of the variation in performance is explained by the electronic strategic planning and that (50%) back to the random variables not included in the regression model, and supports the value (F = 57.976 calculated), which came on towards bigger than (F = 2,72 tabular) at significantly

(0.01) and the degree of freedom (1.58) and is supported by the value of (B) which is (0.7070) of the change in the electronic performance as a result of the change, and one unit of the strategic Planning variable, a result supported by value (t = 7.614 calculated) and also that came on towards the larger of (t = 2,680 tabular) at the significant level (0.01) and the degree of freedom (1.58), this is at the macro level and this can be said to accept the third main hypothesis. In order to give a detailed indicators of the partial effect relation between Strategic planning and electronic performance

has been the preparation in the table (10), to show more influence on the relations between

the micro-level variables and also displays the table (10).

Table 9- The impact of strategic planning on the electronic performance

Model	Unstandardized Coefficients		Standardized Coefficients	t		R ²	F	
	B	Std. Error	Beta	الجدولية	المحسوبة		الجدولية	المحسوبة
1 (Constant)	1.286	.281		2,680	4.579	0.500	2,72	57.976
taktet	.650	.085	.707		7.614			

a. Dependent Variable: adaa d.f(1,58) P**≤0.01 N=60

As for the influence relationship of electronic administration with electronic performance variable, according to the fourth main hypothesis, it seems, depending on the value of (R²) supported the values of (F, T, B), which came value calculated is greater than Tabulated value as shown in the table (11) this time, is the possibility of explanation (62%).

freedom (1.58) and the remainder of the variance amounting rate (38%) this explaining other variables non researched, is supported by the value (B) which is (0.789) of the variation in electronic performance as a result of the change, and one unit of the electronic administration variable. Thus it can be said to accept the fourth main hypothesis.

Through electronic administration at the significant level (0.01) and the degree of

Table 10 - Impact relationship on the level of sub-dimensions between strategic planning and electronic performance.

Dimensions of electronic performance	R ²	F		t		Beta	Ranking	significant level
		Calculated	Tabulated	Calculated	Tabulated			
Interaction	0.331	28.690	2.44	5.356	2.311	0.575	fifth	.05
ability to access	0.391	37.304	2.85	6.108	2.311	0.626	second	.05
Choice	0.343	30.343	2.92	5.508	2.311	0.586	fourth	.05
sticking	0.456	48.688	2.30	5.732	2.311	0.676	first	.05
Profitability	0.345	30.609	2.43	5.533	2.311	0.588	Third	.05

P*≤0.05 N=60 d.f(1,58)

Table 11- Influence relationship of electronic management with electronic performance variable.

Model	Unstandardized Coefficients		Standardized Coefficients	t		R ²	F	
	B	Std. Error	Beta	Tabulated	calculated		Tabulated	calculated
(Constant)	1.027	.246		2,680	4.176	0.622	2,30	95.507
edara	.721	.074	.789		9.773			

a. Dependent Variable: adaa N=60 d.f(1,58)

In order to give a detailed indicators of the effect of relations between the electronic administration and the dimensions of the electronic performance variable at the level of sub-dimensional table has been prepared (12) to show more influence on the relations between the micro-level variables and also displays the table (12).

values (R²) supported by values (F, T, B), which its calculated values were greater than the tabulated values as shown in the table (11 after the reaction) can be seen the ranked first of terms be influenced in (R²=0.550) came after The ability to access in the last rank in terms of (R² = 0,407) and the rest of the order came dimensional (profitability, choice, sticking) rank (second, third, fourth), respectively.

Which came totality significant with the semantics of a positive statistic in terms of

Table 12- The effect relationship on the level of sub-dimensional between the electronic administration and electronic performance.

Dimensions of electronic performance	R ²	F		T		Beta	Ranking	Significant level
		Calculated	Tabulated	Calculated	Tabulated			
Interaction	0.550	71.003	2.47	8.426	2.311	0.742	First	.05
Ability to access	0.407	39.819	2.18	6.310	2.311	0.638	Fifth	.05
Choice	0.439	45.474	2.57	6.743	2.311	0.663	Third	.05
Sticking	0.425	42.095	2.11	6.550	2.311	0.652	Fourth	.05
Profitability	0.508	60.001	4.00	7.746	2.311	0.713	Second	.05

P*≤0.05

N= 60

d.f (1,58)

After sticking ranked first occupied in terms of effect relationship between the variables of strategic planning and electronic performance in terms of the value (R² = 0.456),

after the reaction the last rank in terms of (R² = 0.331), and the dimensional rest ranking were (the ability to access, profitability, choice), (second, third, fourth), respectively.

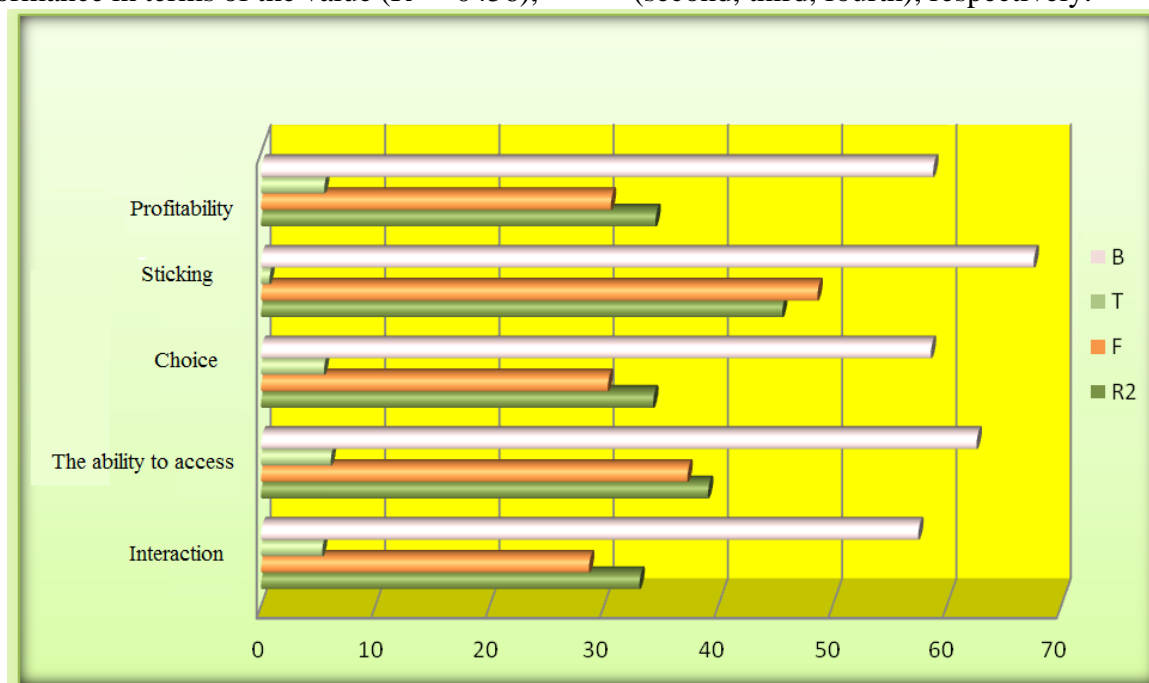


Figure 3 - The impact of relationship between strategic planning and the dimensions of electronic performance.

SECTION(3): Conclusions and suggestions.

Conclusions

1. The reformulation of IT for performance management process in organizations as provided new possibilities for managers on the planning, organization and control.

2. Computer is the most importance in the performance of various businesses, and the element of force in computing, is his superior ability to retain information and processed to obtain new information.

3. The electronic administration improves activity of information and communications technology, and related services and necessary precondition to deal with the information society.

4. Effectiveness improving of the performance of the electronic submission and marketing services systems to the widest possible of customer base, and because of the information and communications technology give automatic flexible and immediate and interactive response to the requirements of customers.

5. The necessity of adopting of information technology in all aspects of the banking business as an indicator to keep up with the continuous developments and thus seeking to secure the best banking service.

6. As a result of technical and rapid scientific progress, occurred in the organizations transformations and changes Prime became necessary for any organization that adopts its privet strategic to achieve excellence. Today, we find customers expect to get a product or service with the highest level of quality, speed and low cost, or else forced out of the business world.

7. It can summarize the relationship between strategic planning and electronic management and performance electronic by, saying that the more strategic planning on electronic management procedures format widely whenever reflected an increase of managers and workers in the choice of technology and systems development participation, the greater the effectiveness of the systems whenever led to improve their performance.

Suggestions

Depending on the previous conclusions can be made several suggestions, including:

1. The respondents banks need to technical infrastructure for electronic banking and especially development and construction of Intranet and Extranet development of networks in addition to the development of banking websites.

2. The necessity of convince senior administration that the most important way to stay in the business field, and retain market share is to focus on the subject of technical development and provision of innovative services.

3. Deployment of modern technology culture in the communication processes via the Internet, pay attention to the infrastructure of the information network, in line with the prospects of developments taking place in the world.

4. Provision of supplies to ensure that the exchange of information and experiences with the beneficiaries and users, in order to serve the requirements of electronic trading in order to take advantage of them work in the field of

individual workers and the development of intellectual and professional abilities.

5. The concentration on the customer relationship management as the main supplier of the organization, they are the most important element in achieving profitability in the service installations.

Appendix (1)

Questionnaire model; Technical Institute / connector; Office Management Division; To / respondents Distinguished Gentlemen.

Questionnaire

This form is part of a search marked (the impact of strategic planning in the adoption of electronic administration on the electronic performance) analytical study of a group of government banks in Mosul, Given seen before you, from the experience and ability of scientific universe best able to deal with the paragraphs of the questionnaire, as is your participation in providing a true picture of a positive impact in the output of this study, the required level, so please if you would kindly choose the answer that you deem appropriate for each question ,without name or the signature on the form, but the results of the answers will appear authority statistical groups

Thankful for your response

notes: Please answer all the questions, because leaving the question unanswered means that the form of the validity of the analysis. Please tick (√) in the field that represents your point of view. The researcher is ready to answer all your questions and inquiries for Form. Researcher Of First. Data about the respondent on the form
1.Age: (20-25 years) (26-30 years) (31-35 years) (36-40 years) (41-45 years) (46-50 years) (50. more years).

2. Gender: () Male () Female.

3. Current job title.

4. The total number of years of service (years).

5. Academic achievement: () PhD () MA ()

Higher Diploma

() BA () Diploma () secondary school.

(*) The names of the arbitrators gentlemen who offered them the questionnaire form, they are:

Dr. Najla Muhammad Yunus / Faculty of Management and Economics / University of Mosul / businessman / president of marketing administration.

Dr. Nawal Muhammad Younis / technical and administrative / Mosul / College Business Administration (HR)

Dr. Maan Waad allah Almaadidi / Faculty of management and economics / University of Mosul / Business

Dr. Sultan Ahmed / Technical Institute / connector /. Business Administration (Organization).

First - Strategic Planning: The process by which to determine the organization's mission,

setting goals, policies and strategies to secure and distribute resources in order to achieve the goals.

Secondly - the electronic administration: business and activities that are executed electronically and across networks system.

T.	Phrase	Agree strongly	Agree	Agree to some extent	I do not agree	I don't agree strongly
1	We have a clear vision for the organization's mission					
2	The administration is working to monitor the internal environment of the bank to discover the strengths and weaknesses before it.					
3	The Bank shall monitor the external environment to identify hazards that may be exposed to in the future.					
4	The external environment of the bank analysis to discover the future opportunities available in front.					
5	We aspire to deliver a message to the bank's employees for the purpose of raising the efficiency of performance.					
6	The objectives of the bank and clear everyone is trying to achieve.					
7	Is drafting long-term strategic goals based on the environmental analysis of the bank?					

Administration (strategy).

T.	Phrase	Agree strongly	Agree	Agree to some extent	I do not agree	I don't agree strongly
8	Adoption of electronic management in line with the bank's strategy.					
9	There are no formal decisions concerning the transition to electronic administration.					
10	There is no regulatory opposition to the adoption of e-administration.					
11	Bank shows the importance of the adoption of electronic administration through organizational culture					
12	Electronic administration contributes between parties client in shorthand a lot of time and effort lost in communications.					
13	Available In The Bank Devices Equipment Technological Sophisticated Appropriate To apply Administration Electronic.					
14	The Electronic administration Stimulates spirit of creative challenge between technical skills management practices.					
15	The Electronic administration Contributes to increase the exchange of ideas as a result of the exchange of technical skills between the parties which related					
16	The Bank has an ongoing analysis of the strengths and weaknesses in the field of Information Technology					

T.	Phrase	Agree strongly	Agree	Agree to some extent	I do not agree	I don't agree strongly
17	Bank supports human resources to achieve the transformation of electronic administration					
18	The bank provides financial support required to achieve the transformation of electronic administration					
19	The bank provides the necessary equipment for the operation of electronic administration systems.					
20	Modifies bank administrative restructuring in line with the transformation of electronic administration					
21	The staff training on administration systems transferred electronically.					
22	Using a combination of traditional and e-business strategy.					
23	The development of administrative leadership to deal effectively with the changes in the means of information technology					

Third-electronic performance: one organization's success in carrying out their work indicators, measured by the standard (the

interaction, and the ability to access, choice, and adhesion, and profitability).

1. Interaction

T.	Phrase	Agree strongly	Agree	Agree to some extent	I do not agree	I don't agree strongly
24	The interaction state Characterized by dialogue style between employee and customer approach.					
25	The situation of the rule of interaction style monopoly of speech and prevent the other party from giving his opinion.					
26	Interaction is measured by communication of which the company is the prefix that you get with the customer and through: a direct outgoing mail B-voice communications issued					
27	Outgoing instant messages.					
28	Communications that the customer is the initiator include incoming e-mail also includes the company, voice communications received by the company, including customer responses to outgoing connections from the company.					

2. The ability to access

T.	Phrase	Agree strongly	Agree	Agree to some extent	I do not agree	I don't agree strongly
29	Ease of customer contact the bank according to his own way and time.					
30	Customer facing difficulties during contact or dealings with the bank.					
31	The bank improve customer access procedures to him.					
32	If the bank handles easily access customers to him.					
33	There are areas to improve the style of the bank deal with customers.					
34	There are not capable of effective response systems.					

3. Choice

T.	Phrase	Agree strongly	Agree	Agree to some extent	I do not agree	I don't agree strongly
35	The customer's bank to provide the name and email address and his phone numbers and mobile ground.					
36	The bank can contact the customer through modern communications technology, such as mobile phone.					
37	Unable to contact the customer of the bank in every place and time and provide him with the information that it deems relevant importance of the bank for him.					
38	Bank fully informed and know the names and addresses of customers and e-mailing					
39						
40	Bank fully informed specificities and preferences of customers.					

4. Sticking

T.	Phrase	Agree strongly	Agree	Agree to some extent	I do not agree	I don't agree strongly
41	The bank holding exploratory studies to determine the views of customers					
42	Bank has locations raises interesting visitor and makes it stick to the site.					
43	The bank has information about the number of visits and time spent visiting the website To Bank.					
44	Bank seeks to obtain information or impressions of the extent of use by customers targeted offers to them.					
45	Bank seeks to learn how customers evaluate his mental image that they hold him.					

5. Profitability

T.	Phrase	Agree strongly	Agree	Agree to some extent	I do not agree	I don't agree strongly
46	Profits realized from inflows of customer revenue					
47	Bank profitability is measured by the volume of customers spending.					
48	Bank revenues generated from the new electronic partnerships.					
49	The Bank shall investigate and follow up the revenue streams of partnerships and alliances in order to determine whether it was feasible in the long run.					
50	The Bank study, tracking and measuring customer value over the life.					
51	Bank adopts effective strategies to determine the cost of customer service in the long run.					
52	Bank owns the electronic remittance system and the system is characterized by a high degree of: security, ease of use and reliability.					

REFERENCES:

1. Beach, R. (2004), "Adopting Internet technology in manufacturing: a strategic perspective". *Production Planning & Control*, 15 (1): 80-89.
2. Bentler, P. (1990), "Comparative fit indexes in structural models",
3. Pathak, J; Baldwin, A. (2008), "Audit resource planning success in B2B e-commerce: development and testing of a measurement scale", *Journal Information Systems Management*, 25: 230-243.
4. Saban, K. A., (2001), "Strategic preparedness: a critical requirement to maximize e-commerce investments", *Electronic Markets*, 11 (1): 26-36.
5. Rich, E. & Gonzalez, J. J.(2006), "Maintaining Security and Safety in High-Threat E-Operations Transitions", *hicss*, 6. Annual Hawaii International Conference on System.
6. Miller, A., & Dess, G. Gregory, (1996), *Strategic Management*, 2nd. ed., McGraw-Hill Book U. S. A.
7. Pindar, M. and others.(2005). "The E-management Tolls in economy, royal publishing, Genève Switzerland..
8. Roger, D. (2004) "Industrial Policy for the Twenty-First Century", Discussion Paper Series Number 4767, Centre for Economic Policy Research, November 2004
9. Bill, S, donier, (2008), *Human resource Empowerment*, World Bank Press New York, USA.
10. White, S. (2002). Donor Approaches to Improving the Business administration for Small Enterprises, Working Group on Enabling (www.sedonors.org).
11. Dess, Gregory G.; Lumpkin, G.T. and Eisner, Alan B., (2007), *Strategic Management*, 3rded., McGraw-hill, inc., NEW YORK .

12. Turban, Efraim; Rainer, Kelly, & Potter, Richard (2003) *Introduction to information Technology* (2nd ed). New York: John Wiley & Sons corporation.
13. Love lock, C. (2001). *Services Marketing people Technology, strategy*. Prentice – Hall.
14. Rust, Roland, Valavie Zetithaml; and Katherine Lemon. (20002) "Driving customer Equity: How customer Lifetime values Reshaping corporate strategy" New York free press.
1. Blue, Hatton, 2000. "Customer Relation ship Management. Hot Topic or Hot Air" [www. Crm – forum. Com](http://www.Crm – forum. Com) (January 22)

1. أبو هاشم ، محمد خليل ، (2007)، واقع التخطيط الاستراتيجي في مدارس وكالة الغوث في قطاع غزة وسبل تطويره، رسالة ماجستير غير منشورة، الجامعة الإسلامية_ غزة ، كلية التربية.
2. إيمان حسن مصطفى خروف ، 2010 جامعة النجاح الوطنية ، كلية الدراسات العليا، واقع تطبيق الإدارة الإلكترونية في المدارس الحكومية الثانوية، في الضفة الغربية من وجهة نظر المديرين والمديرات، رسالة ماجستير .
3. ممدى ، (2006) ال عزيز عبد بن محمد الضفافي ، في الال كترونية الإدارة تطبيقة إمكانية رسالة ريداب الريدابض، لجوازاتل العامة الديرية الديرية نايف جامعة منشورة ، غير ماجستير الريدابض، والامنية، الادارية للعلوم ال سعودية الديرية ال مملكة
4. العتيبي ، عزيزة عبدالرحمن(2002)، أثر استخدام تكنولوجيا المعلومات على أداء الموارد البشرية دراسة ميدانية على الأكاديمية الدولية الاستراتيجية، ماجستير رسالة للأكاديمية العربية الانكليزية للثقافة العليا.
5. العبيدي ، سعاده حمزة حسن (2007) ، تقانة المعلومات وأثرها في الأداء الالكتروني دراسة تحليلية لآراء عينة من العاملين في المصارف الأهلية في مدينة الموصل، رسالة ماجستير غير منشورة، جامعة الموصل، كلية الإدارة والاقتصاد.

6. مجيد، سميه عباس، 2006، التقانة وعلاقتها برفع مستويات الأداء التنظيمي، دراسة تحليلية في احد المصارف، مجلة كلية بغداد للعلوم الاقتصادية، العدد 17، سنة 2006

1. مفاهيم، (2007) العزيز عبد بسام الحمادي، ندوة الالكترونية، الحكومة ومطلبات الإدارة مع معهد الالكترونية، الحكومة العربية المملكة الرياض، العاصمة، السعودية.
2. حسن، محمد حربي، 2002، استراتيجيات الحكومة الالكترونية، نموذج مقترح للوطن العربي، المعرفة المعلوماتية والإدارة الالكترونية، المؤتمر السنوي، كلية العلوم الادارية والمالية، جامعة فيلادلفيا، الاردن.

1. أبو فاره، يوسف أحمد، 2004، التسويق الإلكتروني (عناصر المزيج التسويقي عبر الانترنت)، الطبعة الاولى، دار وائل، عمان.
2. غالب، علاء، بشير ال تكريتي، سعد الطبعة، "الالكترونية الاعمال" (2006) عباس، لطباعة ال حامد ال اولي، دار الاردن: وال نشر، عمان
3. الدراركة، مأمون، واخرون، 2001، ادارة الجودة الشاملة، الطبعة الاولى، دار صفاء للنشر والتوزيع، عمان
4. الادارة، "، (2008) ددم، الصيرفي ال وفاء ال اولي، دار رة عبط لا، "الاستراتجية صر: قيردنكس ال، وال نشر ال طباعة ل دنيا
5. دودج، أيان، 2006، الإدارة الالكترونية، تأثير الاعمال التجارية الالكترونية على مدير تكنولوجيا المعلومات IT

- المعاصر، ترجمة: عبد الحكيم أحمد الخزاعي، دار الفجر للنشر والتوزيع، القاهرة.
6. ارؤالا د" (2009)، ابراهيم نعيم، ال ظاهر الاله مية --- ال مفهوم: ال استراتجية ال كتاب ال اولي، جدار الطبعة " ال تحديد ال كتب الاردن، ع الم: نامع، ال عالمي الاردن: ال حديث، عمان
 7. شوقي وجواد، شعيبان مزهر العادي، وتكنولوجيا والادارية ال عملية، (2008) ناجي، ال معلومات، الطبعة الولى، دار اثراء للنشر والتوزيع، الشارقة، الامارات العربية المتحدة.
 8. العلاق، بشير عباس، 2004، الخدمات الالكترونية بين النظرية والتطبيق - (مدخل تسويق استراتيجي)، منشورات المنظمة العربية للتنمية الادارية (بحوث ودراسات).
 9. عوض، محمد أحمد، (2001)، الإدارة الاستراتيجية: ال اصول والاسس العلمية، الطبعة الولى، دار الجامعية للطبع والنشر والتوزيع، الإسكندرية - جمهورية مصر العربية.
 10. امين دولس، يئارماس لا، عيسى ناسخ، ال عمري دار "الاستراتجية ال معلومات نظم" (2008)، دن ال ر: ال مسديرة، عمان
 11. الادارة، "، (2004) عبود نجم، نجم وال وظائف الاستراتجية الالكترونية ال مريخ راد، ال اولي، ع عبط لا، وال مشكلات . قيدوعس لة لنشر، ال رياض
 12. الادارة، " (2009) غالب، دعب، ياسين، "الالكترونية، دار اليازوري العلمية للنشر والتوزيع، عمان: الاردن

УДК 679.14

Оленец М. А.

Технологический университет «Свентокишиская политехника», г. Кельце, Польша

ТЕПЛОБМЕННЫЕ И АЭРОДИНАМИЧЕСКИЕ ПРОЦЕССЫ В КОНВЕКЦИОННЫХ ЭЛЕМЕНТАХ СИСТЕМ ПАССИВНОГО СОЛНЕЧНОГО ОТОПЛЕНИЯ ЗДАНИЙ ПРИ НЕСТАЦИОНАРНЫХ ВОЗДЕЙСТВИЯХ

Введение

Наибольшее распространение при пассивном солнечном отоплении получили такие конструкции как стена Тромба-Мишеля, конвекционная петля и им подобные конструктивные элементы (рис. 1). В этих конструкциях, в частности в конструкции стены Тромба-Мишеля, солнечная энергия превращается в тепловую энергию и накапливается в массиве конструкции в течение

дня. В ночной период накопленная энергия поступает в помещение в результате теплопроводности массива стены и в результате нагрева воздуха, который циркулирует в разомкнутой воздушной прослойке стены Тромба-Мишеля. Этот воздух нагревается около поверхности массивной стены, и затем подогретый воздух поступает в помещение.