

The reflection of the elements of strategic information systems in achieving entrepreneurial performance: Analytical research in Al - Zawra General Company

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Abstract:

The aim of the research is to know the role of strategic information systems in achieving the entrepreneurial performance, as information systems play a major role in the progress of business organizations, as well as the importance of strategic information systems at the present time due to the turbulent competitive environment between companies. Zafaraniyah as a society of research because of its role in the Iraqi economy, as one of the industrial companies that serve the different sectors of the state, as the research community (70) people focused on managers only, and on this basis was the number of distributed forms (59) The information was collected by distributing the questionnaire on the research sample according to the Likert Moroccan scale. The main hypothesis of the research, which states that there is a reflection of the strategic information systems in achieving the entrepreneurial performance, was the main result of the research. There is a very significant role for strategic information systems in entrepreneurial performance.

Keywords: Strategic Information Systems, entrepreneurial Performance, Al Zawraa General Company

First: Scientific methodology of research

Introduction:

Most of our companies suffer from environmental complexity, which increases the environmental uncertainty and the lack of accurate information to serve companies in their work and this calls for the need to be highly flexible strategic ability to be able to respond quickly to market demands and adapt to the external environment to achieve leadership performance.

Therefore, this research dealt with the problem of research, defining the objectives of the research, identifying the boundaries of the research concerning the spatial and temporal boundaries, the society and the sample of the research, as well as the statistical tools used in the collection of data and information.

1- Research problem

The business environment today is characterized by a wave of rapid changes and developments. This is due to the tremendous progress in the means of communication and the development of information technology. This has enhanced the importance of information which has become one of the most important and strategic resources on which business organizations rely on achieving entrepreneurial performance. Where it faces many challenges, which require the use of modern means, mechanisms and strategies to cope with the global and contemporary changes brought about by globalization.

Therefore, the problem is the weakness of the awareness of the senior leaders in the company in the role of strategic information systems in Al-Zawraa Company as well as their impact on the dimensions of the company's entrepreneurial performance which represent the important elements and the basis for achieving entrepreneurship . Therefore, the variables were considered strategic information systems and entrepreneurial performance. To formulate the problem of research by the following question:

(Is there a role for strategic information systems in achieving the entrepreneurial performance of the company being investigated?)

2- research importance

The research is important in terms of the importance of its variables in the field of strategic information systems and the entrepreneurial performance. In its scientific side, it is important in the role of strategic information systems in the future recommendations of the company to achieve the entrepreneurial performance. In addition to the results reached which determine the type of impact and the relationship between the strategic information systems and leadership performance, and the extent of the use of the Al-Zawraa public in strengthening its strategic plans and achieve its current and future goals. As well as motivating and educating employees in the company sample research on the topics of strategic information systems and entrepreneurial performance in the company to enable them to cope with the environmental conditions in which they work.

3- research goals

The current research aims to achieve the main objective of determining the impact and relationship between the strategic information system and achieving the entrepreneurial performance in the company in question. In order to emphasize this main objective, this research seeks to achieve the following:

1- Preparing a theoretical study on strategic information system and entrepreneurial performance.

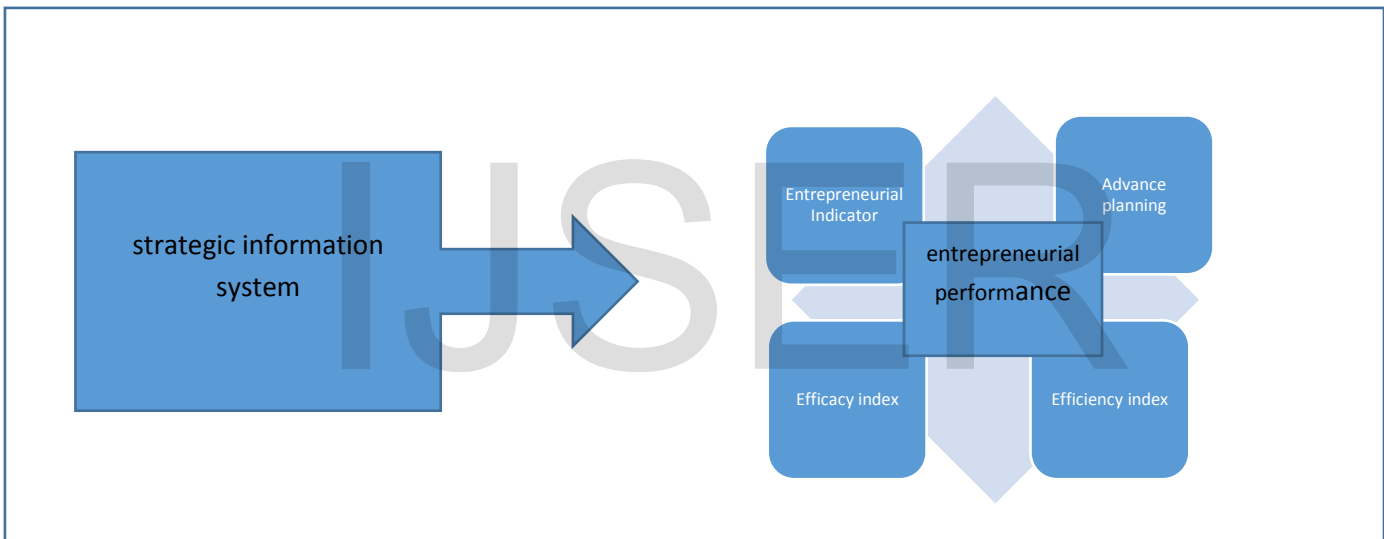
2. Description and diagnosis of strategic information system indicators and entrepreneurial performance stages.

3- To identify the nature of the correlation between the strategic information system and the entrepreneurial performance of the research sample company

4- To identify the impact of the strategic information system in achieving the company's entrepreneurial performance.

4- hypothetical research diagram

in terms of the research problem, the main variables in the research were identified (strategic information systems and entrepreneurial performance by its dimensions).



5- research hypothesis

This research is based on a main hypothesis (there is a reflection of strategic information systems in achieving the entrepreneurial performance) and from the main premise we derive two sub-hypotheses:

- **There is a significant correlation between the strategic information systems and the entrepreneurial performance of the company and its dimensions at the total level in the company.**

- **Strategic information systems contribute to the achievement of entrepreneurial performance and its dimensions at the overall level in the research sample company.**

6- Build a search scale

Based on the research problem and hypotheses and the proposed schema, the scale of the research was adopted as shown in the table below:

Table (1) Tool for building the scale of research

Source	Number of Paragraphs	Specific Variable	Main Variable
(2011, kapeal)	17		strategic information systems
(2017, Ali) (2016, Dawood)	3 4 4 3	Advance planning Efficiency index Efficacy index Entrepreneurial Indicator	entrepreneurial performance

7- The Scientific Method of Research

The analytical descriptive method was used and a questionnaire was distributed for the purpose of data collection. The questionnaire was used according to the Likert scale and its results were analyzed according to the statistical program (spss) to find the correlation between the variable and the strategic information systems in the entrepreneurial performance.

8- search limits

- **Spatial boundaries:** - Conducted research in the company Al-Zawraa General.
- **Time Limits:** - The search time limits were extended from (12/12/2018) until (30/4/2019).

9- Society and sample research

The society consists of Al-Zawraa General Company, located in Al-Zafaraniah area as a location for conducting the research, as one of the industrial companies that serve the different sectors of the state, namely the industry, electricity, oil and environment sector. The research society reached 70 people focused on managers only. (59) included (27) paragraphs, divided

into two axes, the first included (17) question, while the second axis (14) question, the researchers investigated the collection and analysis (55) questionnaire based on the scale of the sample research table (de Morgan) The following is an illustration of the research sample:

a. Gender:

The percentage of males (78.18%) and the percentage of females (21.82%). This indicates that the company depends on the male component in the leadership positions and there is little role for women in assuming leadership positions and as indicated in the table below:

ratio	Frequency	Sex
78.18	43	Male
21,82	12	female
100	55	Total

B- Age

(31-40) was the most active category in the company (41.81%), which is the largest percentage of youth in the company, while in the second place came the category of age (30)) And other ratios are as shown in the table below.

ratio	Frequency	Category
.018	1	29-25
.2	11	30
41.81	23	40-31
.182	10	45-40
.145	8	50-45
.036	2	more 50
100	55	Total

c- Number of years of service

It was found that the number of employees with a number of years of service (3-7) is the most (44%). The lowest percentage is the category (less than 3 years) as shown in the table below.

ratio	Frequency	Category
.29	16	Less than three years
.44	24	7-3
.27	15	more 15
100	55	total

Second : Strategic information system SIS

1- Concept of strategic information systems

The theoretical basis of information systems is the theory of systems of the world of Buckley, which for the first time presented this theory as a general framework and methodology for the study and analysis of natural phenomena. Therefore, in the context of continuous changes and the complex environment of uncertainty, information in modern companies has become an economic and strategic resource. Information is the primary material of the administrative function, which is mainly decision-making. As a result of the high demand for information in terms of quantity and quality, it necessarily necessitated the existence of an information system that allows processing, storage and delivery of information. Taking into account the production of accurate and useful information in a timely manner will be an additional burden and cost and will not serve as the engine for the growth of the company and ensure its survival unless it becomes effective and adaptive to the environment in which the company is located.

The system can be defined from the point of view (Sultan, 2000: 17) as a group of parts that interact and integrate with each other and with their environment to achieve a particular goal. In the contemporary scientific sense, the word is used in many scientific fields, including the administrative field, which views information as the basis for administrative decisions. Information from the administrative point of view shows that it is data that has been Organization and interpretation within a specific structural framework. It strengthens the effectiveness of decision-making (Al-Abd Allah, 2009: 16).

He referred to the information system (Jean, 2002: 115) as an ongoing system of effective communication between people, equipment and processes to collect data, and then analyze, evaluate and distribute data in a timely manner, making it more authoritative in the decision-making process. Strategy as a system that supports or shapes competitive strategies for business units. (Amal, 2016: 39) as a system whose outcomes are hoped to contribute to the support or formation of the strategy and its implementation using the computer and to assign the senior management decisions in the company with the strategic information to obtain progress in the competitive position or sustain the progress achieved Or to reduce the competitive gap that the company prefers for its competitors (Al-Amri and Al-Samarrai, 2008: 84). The strategic information systems (systems designed to help the company gain competitive advantage or help it to create a competitive position) Those systems that

give information help in decision-making and problem solving And enables the creation of a competitive advantage based on general strategies to drive cost and product excellence and focus on the market. "(Omari and Samarra, 2010: 26) is the system that works on the implementation of business strategies using computers as well as those systems where resources and information services apply to exploit Strategic business opportunities in such a way that computer systems have an impact on the company's products and operations.

(Daoud, et al., 2019, 91) as "computerized information systems that address the needs of strategic management of the information necessary for non-structural decision making." In the same vein (Hassania, 2002, 44) The needs of senior management or executive managers to help them make decisions in their corporate practices related to strategic planning and corporate control and focus on harmonizing the variables of both external and internal environments. "

2- The importance of the strategic information system

The importance of strategic information systems can be summarized as follows: (Mahmoud 2016,4)

- A. Strategic information systems provide high-speed, real-time access to information needed by senior management during the formulation, implementation and evaluation of comprehensive business strategies for strategic analysis of the company's current position and market competitiveness.
- B. Brief and comprehensive reports on the company's activities provide information systems, including strength, weakness, purpose, threats and competition conditions in the external environment, thanks to the ability of these systems to employ a suite of analysis and modeling tools or spreadsheet programs.
- C. Allow managers to produce information and vision from different dimensions as well as it is equipped with flexible facilities that help to create more than a perspective and form more than a disabled view of information easily and in a way to achieve a better understanding of the problem.

3- Objectives of the Strategic Information System

Strategic information systems to achieve several objectives can be presented as follows: (Sharaf 56: 2010-57)

- a. Providing information for the development of strategic objectives: The system contributes to providing internal and external information to different levels of management of companies and contribute to the development of strategic objectives.
- B. Providing information for the preparation and formation of strategies: The system contributes to support and support strategic management by providing the necessary information to prepare and formulate strategies and strategic decisions of the institution and follow-up plans to implement strategies in reality in order to achieve competitive advantage and maintain the competitive position of the institution in the market.

C. Contribution to decision-making: The system contributes to the provision of information that helps the management in solving the problems facing business enterprises such as opening new markets or inventing a new product, as indicated by the study (Almamoud and Bashkali 2011) Strategic information system at the leading decision-making stages and recommended in their study to obtain strategic information at the lowest cost and to establish regulations for obtaining unique strategic information that are not available to other companies.

D. Provide the necessary information and monitor strategic performance: The system contributes to the provision of information that helps businesses monitor the implementation of planned strategies

E. Evaluating the strategic performance of the business organizations in order to achieve many objectives, the most important of which is measuring the performance and measuring the impact on the competitive position.

4- Characteristics of the Strategic Information System

The main characteristics of the Strategic Information System are summarized below (Nadia, 124: 1996-125)

1 - The strategic information system is an integrated system based on reports on the internal situation of the company and depends on the information that arise in the external environment, which is more predictive nature of the future than the connection to the past.

2. The Integrated Strategic Information System contains comprehensive information, some descriptive and some quantitative

3. The computer is an important element of the strategic information system.

4. The information system contains formal parts that collect and process information and informal parts that provide information that supports the efficiency of administrative thought.

5- Elements of the Strategic Information System

The most important elements of the Strategic Information System include: (Ziyad, 2014: 30)

- a. **Inputs:** - A system resource which is determined based on the objectives that the system seeks to achieve, including data on the internal and external environment.
- b. **Operations:** means all activities and interactions through which the data is transferred from its initial structure into meaningful and valuable strategic information.
- c. **Outputs:** - means the strategic information resulting from the system itself as the data has been achieved by the processes so that they have a certain significance and take different forms such as reports and formats.

6- Benefits Strategic Information Systems

The employment of IT strategic information systems plays an active role in supporting the company's competitive strategies and achieving competitive advantage, which can be achieved through the set of strategic roles played by these systems, derived from Porter's competitive strengths. Benefits include the following: (David, and others, 2019, 95):

a- Improvements in operations: - The company's operations are more efficient and its management processes more efficient. These improvements will enable the company to achieve cost efficiency, improve quality and better customer service, and develop innovative products for new markets. The use of Intranet, Achieving the link between all business operations.

b- Encouraging innovation: Investments in information systems and technologies can lead to development events in specific products or processes, and create opportunities for new business, enabling the company to expand into new markets.

c- Development of the strategic information base: The strategic information systems of any company give greater and wider potential to develop its strategic information base, which can provide the necessary information to support the company's competitive strategies.

d. Finding the Costs of Converting to Other Business Organizations: Strategic information systems strongly emphasize ways to build the costs of transformation in relationships between the business company and its customers and processors. Investment in IT can make these categories dependent on the continued use of innovative information systems, In doing so, customers will not be willing to change the companies they deal with, and switch to competing banks, because that will cost them money, time and effort.

e - Setting entry barriers to competitors: Investment in information technology improves the operations of the company, and in the promotion of innovation so that it can put barriers to entry of competitors who want to enter the market, this occurs through increasing the amount of investment, or increase the level of complexity of technology to compete In any particular industry or market segment, which would enable companies to build strategic information technology capabilities that allow them to take advantage of strategic opportunities while emerging, while preventing foreign companies from entering those markets.

f- Retain customers and suppliers: IT investments enable companies to build close relationships with their customers and processors as well as their competitors by building new and valuable relationships with them. This will prevent customers and processors from moving away from the company and switching to competitors or The early attempts to employ IT in these relationships have focused on improving the quality of services provided to customers and suppliers in the distribution, sales and service activities provided by companies, and then companies will move towards more Creative use of that technique.

i- Activation of the strategic information technology plan: IT investment can be built by business organizations to build a strategic information approach that gives them the opportunity to have a strategic advantage. This happens when the business company invests in advanced computer-based information systems in order to improve the efficiency of its own operation.

From Figure 2 below, which contains questions about how and where IT can be applied or employed in the back-up activities, the Intertanit collaborative workflow systems can increase the communication and collaboration required to achieve a very significant improvement in

administrative coordination and support services. The development of Intranet work can help the human resource management function by providing staff with professional development training programs and assisted engineering Computer, and extranet design enables the company and its partners to work to jointly design goods and processes. Finally, e-commerce auctions and exchanges can greatly improve resource management by providing a continuous and direct market for the company's processors.



Figure 2: Strategic information systems applications in support of value chain activities

Source: James A. O'Brien, 2003, Introduction To Information Systems: Essential For The E.Business Enterprise, 11th ed., McGraw-Hill, Irwin, N.Y,p46-47.

Third: Entrepreneurial performance

1- Concept of Entrepreneurial performance

Entrepreneurship is the main act that emphasizes creativity, productivity, work and economic growth. (Dawood, 2011: 161). Most researchers who are interested in entrepreneurship consider it to be a process in which individuals and groups aim to create value. In order to be able to invest in this purpose, it is necessary to carry out a series of actions and behaviors to ensure the creation of a new entrepreneurial project called Entrepreneurial Behavior, In terms of companies, these acts and behaviors usually reflect the entrepreneurial orientation of these companies about the new project to be established and how to contribute to the achievement (Richard & Barhnet, 2004: 257). (David, 2011: 159) Economic development And to increase national income by generating innovation, developing markets, creating jobs and introducing advanced technology to improve goods and services, both locally and internationally. (Peggy, 200: 14) pointed out that " Entrepreneurship in French is what takes and mediates (Tapan, 2001: 128) **Entrepreneurial** companies are characterized by an emphasis on the organizational function of the company, which allows it to be able to High on innovation and growth.

Caruang (2000: 15) states that the entrepreneurial company must have three basic elements:

- 1 - Pioneers who would not be creative without them
2. The organizational dimension related to vision and trust, idealism, creativity, hedge of failure, hedge of ambiguity
3. The environmental dimension associated with market diversity

(Tasnim, et al., 2013) noted that the outcome of leadership performance is a pioneering commitment that has been developed by a subset of motivations based on distinct features in the field of entrepreneurship and includes attributes (emotional, normative, continuous and commitment), and the results of these features is (Entrepreneurial performance) As shown in the model (Shaker: 2017, p. 44):

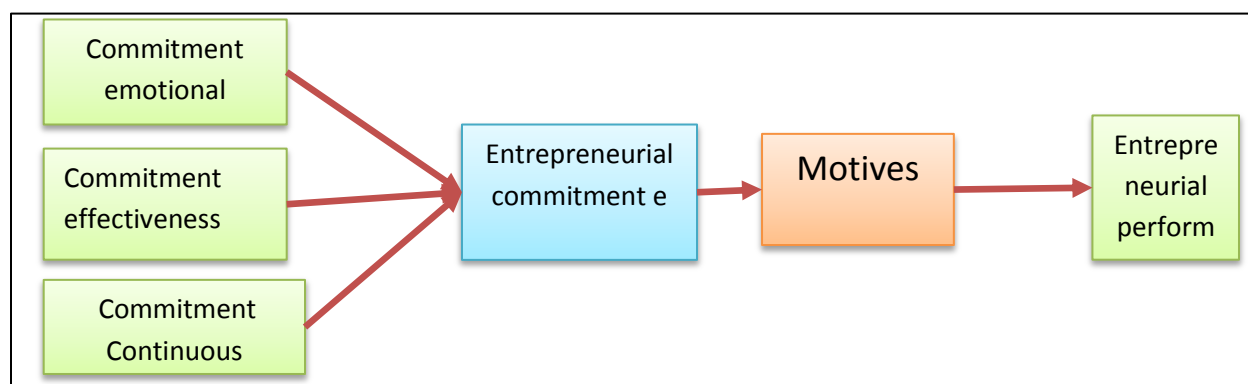


Figure (3) Concept of Entrepreneurial commitment

Source : Tasnim, Rahayu, et al, (2013) " Are Successful Entrepreneurs Committed or motivated?" A Research Review Synchronizing Commitment, Motivation and the Entrepreneur" ACRN Journal of Entrepreneurship Perspectives, p. 58.

2- Characteristics of Entrepreneurial performance

The Entrepreneurial performance is characterized by a set of characteristics summarized as follows: (Husseini, 49: 2006-50)

1. Entrepreneurship coincides with the skills and abilities of innovative, creative and distinguished businessmen, thus Entrepreneurial activities with the skills and abilities of innovative, creative and distinguished businessmen. Therefore, entrepreneurial activities require extraordinary special skills.
2. Entrepreneurial activities are characterized by an independent strategic vision
- 3 - The Entrepreneurial performance is characterized by the ability to build small projects of continuous character and work to develop them and create competitive elements to create innovative procedures
- 4 - The companies with Entrepreneurial performance are characterized by the spirit of initiative in saving decisions and work to solve the problems of non-recurring and non-routine, which ensures the rapid handling of bottlenecks
5. Entrepreneurship is characterized by the high perception of distinguished capabilities to achieve the objectives of stakeholders and maximize the wealth of owners.

3- Entrepreneurial performance dimensions

All the researchers concerned with the study of the 2 phenomenon agree that the Entrepreneurial performance is a multi-dimensional phenomenon, including the following: (Ali, 82: 2017-83) (David, 2016,13):

a. Proactive planning

Each company should start its planning process before the start of any project. This process includes research procedures, analysis of the product and service potential in the target markets, planning the process of identifying the necessary activities, selecting alternatives to goals, policies, work procedures and programs, and making use of available resources to achieve the company's goals efficiently and effectively. Planning is productive for the company and achieves the desired goals. It should be proactive. The time element determines whether the company will control and control the other companies in the market or whether it will be merely a follower. Is the effective behavior of the company and is the main component of creativity and innovation.

b. Efficiency

Efficiency refers to the extent to which the objectives are achieved and to the proper functioning of things. It is the extent to which the cost of the product is minimal and the company becomes highly efficient when it invests its resources in the areas that give the greatest returns and defines efficiency as the use of resources more effectively to produce something and is affected Efficiency of input and level of traffic and regulation.

c. Effectiveness

The effectiveness of the indicators is important in measuring the extent to which the company achieves its objectives in line with the environment in which it operates in terms of exploiting the available resources and efficiency means achieving the desired goals and achieving efficiency in non-profit companies, especially that these companies is necessary because it deals with the environment is changing and seeks to address The problems and environmental phenomena faced by the attempt to adapt to different variables.

d- Renewal and modernization

Barhard & arggris is a truly active company in which both individuals and organizations grow and develop without adopting innovation as a method. The company will find itself in the second direction, which is "cooling off") And all that the word means (failure, weakness, death). As for modern, it is the restoration and construction of all that exists without demolition and complete disposal of the submission of a complex compound, so the administrative modernization of the partial restoration efforts limited to address the situation or defect or limited limitations within the framework of the company.

e-The indicator Entrepreneurial

The Entrepreneurship Index is a separate view of the nature of the projects and includes organizational data that gives decision makers a management that helps them understand entrepreneurship, strengths and weaknesses in the company and then enables them to implement policies that promote Entrepreneurship in performance. , Start-up skills, start-up, non-fear of failure) of leading guarantees (networks, cultural support, start of opportunity, technical sector, quality or quality of human resources, competition, product innovation, process innovation, growth). The figure below shows the dimensions of the Entrepreneurial performance.

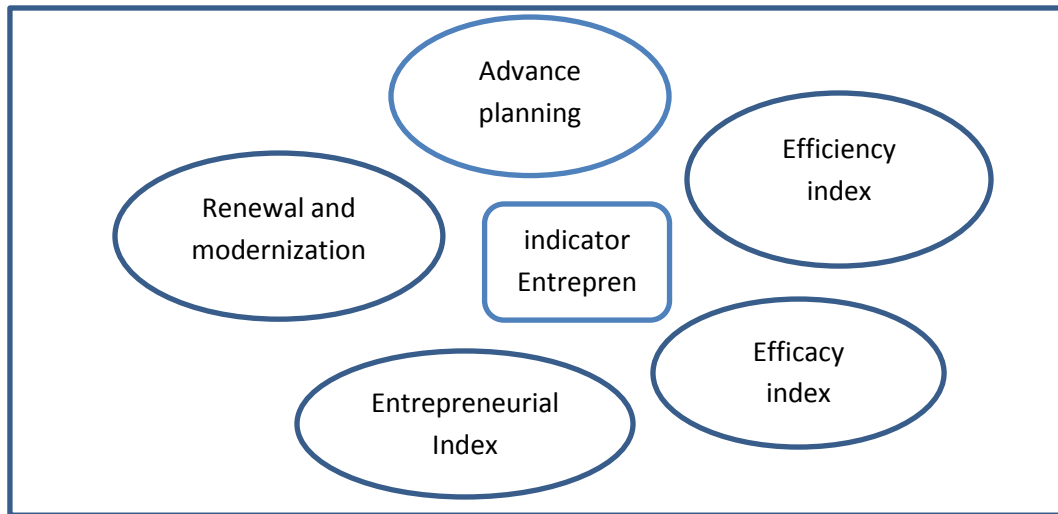


Figure (6) Dimensions of the Entrepreneurial performance

Fourth: An overview of the research sample (Al - Zawra General Company)

Al-Zawra General Company (1988) was established on a land area of (82000) m² in Baghdad / Zaafaraniya / Industrial Zone.

Al Zawra General Company and Al Tahadi General Company were merged under the name of Al Zawra General Company, which increases the Company's capabilities in developing manufacturing processes to serve the public industrial sector within the Ministry of Industry and Minerals.

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1. View and analyze the search results

Introduction:

This section deals with the results of the analysis of the questionnaire questionnaire adopted in the survey of the sample of the research represented by the departments of the company Zora public. (59) questionnaire investment was distributed on the sample and found that (4) questionnaires are not valid for statistical analysis.

- a- Describe the sample responses to the research on the variable strategic information systems

The weighted mean is (1.80.80) at a level that is not fully agreed with a low slope. The weighted average (1.80-2.6) is at a moderate level and the weighted average (2.6-2.4) and the weighted average (2.4-5) Quite an excellent mile to sample your search.

The results of the statistical analysis for the independent variable of the term (1) include the inputs of the strategic information system, accurate statistics on the internal reality of the company, which obtained a mean (3.73). This indicates a very high tendency for the sample, either the standard deviation (0.583) which indicates homogeneity in opinions The sample of the research and this is what the researcher in the company saw through personal interviews with the employees. More than (33) out of (55) confirmed their agreement on the paragraph in addition to (2) they agreed strongly.

Paragraph (2) received a mean (4.23) and a very high margin for the members of the research sample on the paragraph that includes the inputs of the strategic information system data regarding the physical resources in the company, and this confirmed by the personal interview of the sample of the research sample that the information systems are used to save And the processing of assets and material resources in the company, as confirmed by the standard deviation estimated at (0.504) This has received a relative importance of almost (85%).

Paragraph (3), which states that (the inputs of the strategic information system include data on the human resources in the company), which obtained the middle of the account (3.73) and a very high tendency for the sample on the paragraph which is confirmed by the sample that the information systems include a database of working persons In the company and the promotion systems, allowances, salaries, mobility and turnover of work. This paragraph obtained a standard deviation (0.583) which is a high harmony of the members of the research sample and relative importance (0.746).

Table (5) arithmetic mean, standard deviation, coefficient of variation and relative importance of variable strategic information systems

Relative importance	Coefficient of variation	standard deviation	mean	Paragraph	
0.814	0.110	0.450	4.07	The MIS contains accurate statistics from the internal reality of the company	1.
0.846	0.119	0.504	4.23	Strategic information system inputs include data on material resources in the company	2.
0.746	0.156	0.583	3.73	The strategic information system inputs include human resources in the company	3.
0.826	0.122	0.504	4.13	Strategic information system inputs include data for other companies	4.
0.84	0.158	0.664	4.20	Strategic information system inputs include client-specific data	5.
0.76	0.145	0.551	3.80	The strategic information system provides information in the form of statistical models	6.
0.82	0.161	0.662	4.10	The Strategic Information System provides information on the format of reports	7.

0.86	0.138	0.596	4.30	The strategic information system provides information in the form of repetitive tables	8.
0.874	0.140	0.615	4.37	The strategic information system provides clear and easy-to-use information	9.
0.874	0.127	0.556	4.37	The strategic information system provides accurate information on the human resources benefiting from the company's services	10.
0.906	0.126	0.571	4.53	The strategic information system provides information covering the needs of all levels of management in the company	11.
0.834	0.167	0.699	4.17	The strategic information system provides beneficiary information in a timely manner	12.
0.9	0.126	0.571	4.50	The strategic information system provides comprehensive information covering the company's internal environment	13.
0.88	0.127	0.563	4.40	The strategic information system provides information about the work within the company	14.
0.84	0.145	0.610	4.20	The strategic information system provides adequate information on administrative work	15.
0.846	0.134	0.568	4.23	The strategic information system provides accurate information for clients	16.
0.88	0.141	0.621	4.40	Strategic information system inputs include data for their external environment	17.

Statistical data indicate that paragraph (4) obtained a mean (4.13), a standard deviation (0.504) and a relative importance (0.826) for the paragraph containing (the inputs of the strategic information system data for other companies). This indicates a very high tendency for the sample of the research and this is what was confirmed by the sample at personal interviews that there is a database on similar companies.

Paragraph (5), which includes (includes the inputs of the strategic information system data of the parties dealing with the company) This paragraph got a mean (4.20) which is a very high tendency for members of the research sample that there is information and data on customers such as banks, Customers, processors, etc.), with a standard deviation (0.664) and a relative importance (0.84), which is highly relativistic (very good). Paragraph (6) refers to a mean (3.80) Which includes (the information system provides statistical information in the form of statistical models) and which have obtained a standard deviation (0.145) High harmony of the sample and relative importance (76%).

Paragraph (7) refers to a mathematical mean (4.10) of the paragraph containing (the strategic information system provides information on the form of reports) and a standard deviation (0.662) which indicates high harmony of the sample members of the research. (0.30) and a relative difference (0.14). This indicates a very high tendency for the sample members and a high harmony in their opinions about the sample. The paragraph containing (the Strategic Information System provides information in the form of repetitive tables).

The paragraph (9), which includes (provides the information system strategic information clear and easy to use) This paragraph got a mean (4.37) which is a very high tendency for the members of the research sample that there is information and data clear and easy to use and a standard deviation (0.615) (10.37) indicates a high mean (4.37) indicating a high tendency for the sample of the research sample to include the paragraph that contains (the strategic information system provides accurate information about the human resources benefiting from the services of the company)), Which obtained a standard deviation (0.556), which is highly consistent with the sample of the sample Relative importance (87%).

Statistical data indicate that paragraph (11) has obtained a mean (4.53), a standard deviation (0.571) and a relative importance (0.906) for the paragraph containing (the strategic information system provides information covering the needs of all levels of management in the company). This indicates a very excellent tendency for the members of the research sample, and this is what was confirmed by the sample in personal interviews that there is a database that is used by all levels.

Paragraph (12) received a mean (4.17) and a very high margin for the members of the research sample on the paragraph that includes the strategic information system provides the information of beneficiaries in a timely manner. This was confirmed by the personal interview of the sample of the research sample that the information systems are used in a timely manner, This is confirmed by the standard deviation estimated at (0.699). This paragraph has gained relative importance (83%). Paragraph (13) states that (the strategic information system provides comprehensive information covering the internal environment of the company), which obtained a mean (4.50) and a very excellent customer for the sample on the paragraph, which is confirmed by the sample that the information systems cover the internal environment of the company The paragraph is based on a standard deviation (0.571) which is a high correlation between the sample of the research sample and relative importance (0.90).

Paragraph (14), which includes (provides the strategic information system information about the work within the company) This paragraph got a mean (4.40) which is a very excellent tendency for members of the research sample that there is information and data about the work within the company and standard deviation (0.563) (15) refers to a mean (4.20) and indicates an excellent tendency for the members of the research sample to include the paragraph containing (the strategic information system provides sufficient information about the administrative work), which (0.610), which is highly congruent with the study sample and with relative importance (84%).

Paragraph (16) refers to a mean (4.23) of the paragraph which contains (the strategic information system provides accurate information concerning the parties dealing with the company) and a standard deviation (0.568) which indicates high harmony of the members of the research sample. (0.60) and the relative significance (0.88) and the mean difference (0.14). This indicates a very excellent tendency for the sample members And a high level of consensus on the paragraph containing (the inputs of the Strategic Information System include data on their external environment).

2- Describe the responses of the research sample for each dimension of the pilot performance

a. Advance planning

The results of the statistical analysis of paragraph (1) of the pre-planning period, which obtained the mean (4.10), indicate a homogeneity in the opinions of the research sample. This is what we saw in the company through personal interviews with the employees, more than (39) out of (55) (0.607). This is confirmed by the standard deviation (0.607), which is highly consistent with the opinion of the research sample on the paragraph and with relative importance (82%) and a difference coefficient (15%). . As for paragraph (2), it is an excellent tendency for the members of the sample to search for a paragraph that includes a mean (4.40) and a standard deviation (0.498) and a relative importance (0.88). This indicates a homogeneity and coordination in the opinion of the research sample on the paragraph which includes (Its performance has succeeded in making the company the focus of the staff). As for paragraph (3), which ranked second in the arithmetic mean and relative significance (87%) and with an arithmetic mean (4.37) which is an excellent tendency for the members of the research sample and a standard deviation (0.556) Performance is pioneering if the company helps to be proactive and proactive in introducing new products. This is confirmed by the study by Hasah (2018) of the role of strategic information systems in providing significant support to the company in the development and improvement of the process of providing products to meet the needs of renewable customers, and increase their ability to improve the quality of their products to suit the changing needs of the environment.

Table (6) represents the arithmetic mean, standard deviation, coefficient of variation, and relative importance of advance planning

Relative importance	Coefficient of variation	standard deviation	mean	Paragraph
0.82	0.148	0.607	4.10	Organizational performance is considered to be entrepreneurial if it assists the company or a tool to prepare and implement plans
0.88	0.113	0.498	4.40	entrepreneurial performance can be felt as its performance has made the company the focus of the staff
0.87	0.127	0.556	4.37	The performance is entrepreneurial if it helps the company to be proactive and proactive in introducing new products.

b- Efficiency index

The results of the statistical analysis of paragraph (1) indicate the technical management analysis in the company, the continuity of daily working hours reports and the quantity of work performed compared to the quality of the service, which obtained a mean (4.23). This indicates an excellent tendency for the sample of the research, either the standard deviation

(0.626) The opinions of the research sample and this is what confirm the interviews in the company with the employees. As for paragraph (2) of the dimension, the statistical analysis indicated that it has obtained a mean (4.20) which is an excellent tendency for the members of the research sample on the paragraph which includes (taking into account the management of the company using modern techniques to complete the work in full). With a standard deviation of (0.551) which is a high harmony of the sample of the research sample and relative importance (84%). Paragraph (3), which includes (appropriate financial allocations in the company's budget for training and research), came in a weighted mean (4.13) which is an excellent tendency for the sample of the sample. This is confirmed by the standard deviation estimated (0.629) Research and relative importance (83%). Paragraph (4), which includes (the employees focus on reducing the losses at the time of the service cycle) came in a mean (4.13) and a standard deviation (0.629) and is strongly consistent with the views of the sample and relative importance (83%).

table (7) Arithmetic mean, standard deviation, coefficient of variation and relative importance

Relative importance	Coefficient of variation	standard deviation	mean	Paragraph	
0.846	0.147	0.626	4.23	The technical management of the company analyzes the continuity of working hours reports compared to the quality of service	1
0.84	0.131	0.551	4.20	The management of the company takes into account the use of modern technologies in order to complete the work in full	2
0.826	0.152	0.629	4.13	Appropriate financial allocations are made in the Company's budget for training and research	3
0.84	0.115	0,484	4.20	Employees at the company focus on reducing the losses at the time of the service cycle	4

c- The efficiency index

The results of the statistical analysis indicate paragraph (1), which includes (the method of performance of the work in the company corresponds to the limited objectives in the planning of strategies), which obtained a mean (4.07) and this indicates a very excellent tendency to the sample of the research, either the standard deviation (0.583) This indicates a homogeneity in the views of the research sample. This is confirmed by the personal interviews with the employees. Paragraph (2), which includes (the management of the company takes into account all the economic and social factors affecting the possibility of the company) with a mean (4.17) and a standard deviation (0.592) and a relative importance (83%). As for paragraph (3), it has an arithmetical mean of (4.43) which is an excellent tendency for the sample of the research sample on the paragraph, with a standard deviation (0.504) and a difference coefficient (11%). The last paragraph of the dimension obtained a weighted mean (4.30) and a standard deviation (0.651), which is a strong homogeneity among the research sample on the paragraph which includes (adapts the company to the surrounding conditions

including environmental changes and community demands to ensure the permanence of currency(86 %).

Table (8) The computational circles, the standard deviation, the coefficient of difference and the relative importance of the dimension of efficiency

Relative importance	Coefficient of variation	standard deviation	mean	Paragraph	
0.814	0.143	0.583	4.07	The management of the company takes into account all economic and social factors that affect the company's potential	1
0.834	0.142	0.592	4.17	I feel that the relationship between the company and the beneficiary society is positive and is dominated by trust and cooperation	2
0.886	0.114	0.504	4.43	The Company adapts to the circumstances surrounding it, including environmental changes and community demands to ensure currency sustainability	3
0.86	0.151	0.651	4.30	The company's business performance is consistent with its specific objectives in strategy planning	4

d- Entrepreneurial indicator

The results of the statistical analysis of paragraph (1) indicate that the company is highly profitable and has a mean (4.20). This indicates an excellent tendency for the research sample and standard deviation (0.484). This indicates homogeneity in the views of the research sample. (4.47), which is a very good tendency for the sample of the research sample and a standard deviation (0.507), which is a high homogeneity of the members of the research sample. The last paragraph refers to a very high mathematical mean Excellent for the sample on the paragraph that includes (The company is characterized by a large number of products J provided) and standard deviation (0.571) and the coefficient of variation (0.13).

Table (9) Computational circles, standard deviation, coefficient of variation and relative importance

Relative importance	Coefficient of variation	standard deviation	mean	Paragraph	
0.09	0.115	0.484	4.20	The company is highly profitable	1
0.10	0.113	0.507	4.47	The company is interested in creative ideas	2
0.1142	0.127	0.571	4.47	The company has a lot of products	3

4- Relationship between strategic information systems and Entrepreneurial performance

Before testing any of these hypotheses, we should test the interconnection of the basic components of the model using Spearman Correlation and then work on the correlation and regression test among the basic components of the study model.

The table below shows that there is a strong correlation between social responsibility (the main independent variable) and strategic success at a significant level (0.01) at a confidence level (99%) as shown in the table below.

There is a very strong relationship between the strategic information systems and the Entrepreneurial performance at a coefficient of correlation between (0.778) and it is a strong relationship and it is a direct relationship, that increase or decrease one of them leads to increase or decrease the other.

The results of the study showed a somewhat correlated relationship between all the relationships included in the research model, indicating the positive reflection of the strategic information systems and the Entrepreneurial performance.



Figure 5: Relationship between strategic information systems and Entrepreneurial performance

5- Impact of strategic information systems on Entrepreneurial performance

The table (10) shows that the value of the coefficient of determination ($R^2 = 0.878$). This explains that (89%) of the independent variable strategic information systems is in the Entrepreneurial performance, while the value of ($F = 68.857$) ($A = 0.00359$), which is interpreted when the (strategic information systems) is equal to zero, the Entrepreneurial performance will not be less than this value, While the coefficient of ($\beta = .0992$) for strategic information systems, and this value means that any change in the value of strategic information systems by one unit will change The value of the dependent variable by the value of this variable. The value of the regression factor (t) is significant among the variables. This

confirms the importance of the variables of the strategic information systems and the Entrepreneurial performance in the research model. This proves the main hypothesis that there is a significant effect of the strategic information systems in performance Entrepreneurial) as shown in the table below.

Table (10) The Effect of Strategic Information Systems on Entrepreneurial Performance

The dependent variable	Sig	F	R ²	Sig	T	B	Independent variable
performance Entrepreneurial	0.000	68.857	0.878	0.939 0.000	0.078 7.93	0.00359 0.992	a B Strategic Information Systems

6- Conclusions and recommendations

a- Conclusions:

1. The results indicate that there is a clear contrast to the role of strategic information systems in Entrepreneurial performance
- 2 - There is a high tendency for the members of the research sample on the paragraphs of key variables strategic information systems and Entrepreneurial performance
- 3 - There is a clear harmony indicates the mechanism of the results of the research to perform the research sample (Gulf Commercial Bank)
4. There is high recruitment of strategic information systems at Gulf Commercial Bank
5. The results indicate that Gulf Business Bank has a Entrepreneurial performance and has a high employability for new ideas and future goals
6. There is a clear impact of strategic information systems on Entrepreneurial performance

b- Recommendations

1. Promote and employ topics related to the organization of strategic information and the spread of the culture of progress in communication and information among staff
- 2- Spreading opportunities in the company market by supporting and activating strategic information systems and identifying the variables that exist in the competitive environment of the company
- 3 - Employing and enhancing the dimensions of the Entrepreneurial performance to increase the efficiency and effectiveness of the company to be more successful and for future periods

4 - Increase the attention towards the dimensions of strategic information systems because of their importance in strengthening the company's position in the Iraqi market and to achieve Entrepreneurship in the corporate world

5 - Attention to the inputs of the strategic information system because it has a very large role in the survival of the company in the corporate market.

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