

The impact of using digital management in modern business environment

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Abstract:

The purpose of the research was to identify the effect of electronic management on the modern business environment. The researcher used the descriptive-analytical approach, analyzing the relationship between the independent variable (electronic management). And the dependent variable (modern business environment) in order to know the effect of the independent variable on the dependent variable. In order to achieve the goal of the study, and to develop a questionnaire as a tool for collecting information in its initial form from the study community, and then analyze this information using SPSS V 22. The study concluded that the requirements of electronic management are available in the departments were analyzed, and the results showed that there is a positive relationship and an important role between e-management and the business

environment. In addition to the application of digital management, it has worked to increase the efficiency of employee performance and greatly facilitate its operations, and digital management changes the nature of work in the workplace in terms of attendance, leaving and follow-up work from external organizations. The study also provided a set of recommendations for the adoption of electronic management in all companies, the need to support and encourage Leaders in public institutions to participate in the transformation process, As well as maintaining technical and administrative expertise and competencies in order to reduce resistance during the digital transformation process, in addition to the need to develop plans and policies to ensure the safe implementation of the digital transformation process, and divide it into detailed steps to clarify the role and importance of each process In the process of digital transformation, focusing on familiarity with all operational steps.

Keywords: business environment, modern business environment, digital transformation, digital management

الملخص:

كان الغرض من البحث هو تحديد تأثير الإدارة الإلكترونية على بيئة الأعمال الحديثة. استخدم الباحث المنهج الوصفي التحليلي، وتحليل العلاقة بين المتغير المستقل (الإدارة الإلكترونية). والمتغير التابع (بيئة الأعمال الحديثة) وذلك لمعرفة أثر المتغير المستقل على المتغير التابع. من أجل تحقيق هدف الدراسة، ووضع استبيان كأداة لجمع المعلومات في شكلها الأولي من مجتمع الدراسة، ثم تحليل هذه المعلومات باستخدام SPSS V 22. أوضحت الدراسة أن متطلبات الإدارة الإلكترونية متوفرة في الأقسام

تم تحليلها ، وأظهرت النتائج وجود علاقة إيجابية ومهمة بين الإدارة الإلكترونية وبيئة الأعمال بالإضافة الي كما أن تطبيق الإدارة الرقمية يزيد من كفاءة أداء الموظفين ويسهل عملياتهم بشكل كبير، و الإدارة الرقمية تغير طبيعة العمل في مكان العمل من حيث الحضور والانصراف ومتابعة العمل من المنظمات الخارجية، وأيضا قدمت الدراسة مجموعة من التوصيات لاعتماد الإدارة الإلكترونية في جميع الشركات، ضرورة دعم وتشجيع القادة في المؤسسات العامة للمشاركة في عملية التحول ، مع العمل أيضًا على الحفاظ على الخبرات والكفاءات الفنية والإدارية من أجل تقليل المقاومة أثناء عملية التحول الرقمي، بالإضافة الي ضرورة وضع الخطط والسياسات لضمان التنفيذ الآمن لعملية التحول الرقمي ، وتقسيمها إلى خطوات تفصيلية لتوضيح دور وأهمية كل عملية في عملية التحول الرقمي ، مع التركيز على الإلمام بكافة الخطوات التشغيلية.

الكلمات الافتتاحية: بيئة الأعمال، بيئة الأعمال الحديثة، التحول الرقمي، الإدارة الرقمية.

Introduction:

With time, technological developments increase and go deeper into all the details of our lives. everyone, as well as in the field of business, which has recently faced many shocks due to epidemics and wars, resulting in a weakness in supply and supply chains worldwide, difficult relations and policies between countries, and a global economic recession that resulted in the closure of businesses and their exit from the market, an increase in the number of unemployed people, inability to pay, and financial confusion in local and global markets.

One of the most important things that has appeared in the world of technology is digital transformation, which is defined as the

use of digital technology in providing business or services by replacing manual or non-digital processes with digital ones or changing old digital technologies with newer ones, and it is already present to varying degrees in each company.

Digital transformation has started since the advent of computers and has increased steadily with the advent of the Internet, and its effectiveness has increased in light of the previous crises, some of which are still ongoing until now.

And it is the main reason for the amazing developments in work environments so that digital transformation has its own work environment that differs from traditional work environments as it has only specialized users, and experts are likely to reach 160 million users by 2025, and they can contribute With more than 3.5% of GDP, equivalent to approximately US\$95 billion, it positively affects financial and social inclusion, combating poverty, increasing access to high-quality health and educational care, and reducing pollution burdens on the environment by reducing carbon dioxide emissions.

And the research mission comes in the study on the impact of the use of digital transformation in the modern business environment & the research aims to understand the nature of the business environment, identify the components of the business environment, in addition to identifying the importance of the business environment, and clarifying the differences between

digitization and digital transformation, identifying digital transformation.

Study problem:

In previous periods, the whole world turned to using digital transformation in most aspects of life, such as: financial inclusion, and the spread of digital transformation in jobs around the world increased, especially after the spread of epidemics, wars and crises, and from it new companies appeared in the nature of modern business such as: programming companies that provide services Technical support and other technological services, and other companies such as: Uber, and the concept of self-employment appeared

So, the research question is that:

What is the impact of using digital transformation in the modern business environment?

Objectives of research:

This research aims to:

1. Understand the nature of the business environment.
2. Learn about the components of the business environment.
3. Studying the importance of the business environment.
4. Learn the difference between digitization and digital transformation.

5. Learn about digital transformation.
6. Learn about the impact of digital transformation on the modern business environment.

The Theoretical Part

This part covers the analysis and interpretation of the various data collected according to the objectives of the study

Business environment

The business environment is the place where a person performs his job, and the business environment includes all the psychological and physical elements that can affect the employee's feelings, relationships, cooperation with colleagues at his workplace, his efficiency at work and his physical health. (Indeed, Career Coach,2019)

The importance of the business environment

The importance of the business environment comes as a result of the employee's presence in it for about a third of his day, which makes it strongly affect his life and has a strong role in his job performance and productivity

The importance of the business environment is that it:

- It makes an employee's performance good or bad.
- It increases or decreases employee satisfaction.
- It also increases or decreases employee productivity.

- It also leads to the continuity of the facility and its failure. (Sandler Training, 2017)

Business environment components:

1. physical business environment:

It is everything physical and tangible within the organization, such as "lighting, ventilation, cleanliness, room space, noise, number of working hours, rest periods", and all these determinants and physical factors greatly affect the nature of the physical job provided, either they improve the functional level or decrease it.

2. Psychological and moral business environment:

It is everything that affects the employee's psyche from social relations within the organization with co-workers, as creating an appropriate atmosphere for greater psychological comfort for the employee during the performance of job tasks. (Aker, Mona Khaled, 2020)

- Before the advent of modern work environments, the characteristics of the workplace were stagnation, where employees came to work in the uniform and culture associated with each company, had to come at fixed and fixed working hours, and they spent their work hours under the direct direction of the manager waiting for annual evaluations.

- However, with the emergence of modern work environments and the entry of digital transformation, the nature of jobs has fled. Some employees come to work from time to time wearing whatever they want, such as sports clothes or others. As the business world has developed, employees believe that they must acquire many skills in order to be able to keep up with the rapid changes and developments in the business world. Business owners have also adopted the outdated and rigid thinking style that reduces work efficiency (Mifer, Ahmed, 2019).

Digitization

It is the transformation of traditional processes into digital using various technologies to support and improve business models and activities.

Digital Transformation (Digital management)

It is more comprehensive than digitization, It means that it works to introduce and integrate digital technology into all corporate and corporate activities, and it is imperative that its modus operandi changes completely from operating models, people and technologies to actions and more.

Among the goals is replacing long-term transactions with simple, highly efficient processes as well as improving customer experience, reducing costs or increasing profitability.

EX: There is a new trend for companies and governments to use business management software and data centers, rather than using paper, and instead of using traditional customer relationship management, customer relationship management software replaces it.

Digital transformation also depends on a set of technologies such as: (Artificial Intelligence (AI), cloud computing and Internet of Things (IOT) in addition to data management and analysis software) which are essential to the digital transformation process and aim to accelerate digitization.

Companies that do not implement technology transformation or develop an effective digital strategy will end up exiting the current markets.

EX: Among the companies that did not take advantage of the technology and quickly exited the market was Kodak, a company that specializes in the manufacture of cameras (Al-Mujtaba, Mohammed, 2022).

Within the next 10 years if they don't figure out how to change the organization internally to accommodate new technologies, 40% of the business will disappear. (John Chambers)

One of the advantages of switching to a technology model and applying it in the process of creating products and services, known as "digital transformation," companies and organizations

around the world have a lot of gains for them such as saving cost and effort, improving operational efficiency, regulating and facilitating access to services, and even promoting innovation.

There is a widespread belief that technological disruption to the business environment could lead to the loss of many jobs, but many statistics have confirmed that the opposite is happening, advanced jobs in digital transformation are becoming jobs in the future.

This prompted academic institutions and educational platforms to take the lead and adopt digital transformation systems. (Abu Libda, Hala, 2019)

Digital management and the modern business environment:

Performing administrative functions:

In the past, the main use of computers was limited to performing administrative functions only (e.g., electronic filing, other traditional business), But nowadays, smartphones are in everyone's hands, with the internet, enabling employees to access the global network from anywhere. They have allowed business owners to develop policies at work and to regulate the nature of performance in the workplace.

It is the responsibility of the management of the company to establish policies for the use of electronic media as well as codes of conduct that workers must adhere to during working hours or when using the company's computers in a place far from the

workplace.

It also specifies which websites are allowed to perform work and their types.

The employee is prohibited from checking his e-mail during working hours. Browse social media while working.

Hence, the main impact of the application of digital management appears within the modern business environment, where attendance and departure policies change and the nature of business performance changes.

The workplace:

Previously, employees communicated with each other by phone, company internal mail, or face-to-face meetings.

Right now, we have already Communication was done electronically through e-mail, instant messages, or online meetings.

Thus, the digital transformation caused the removal of time and space barriers.

Through the use of Internet services, companies have facilitated meetings and the transfer of information from various offices. Not only that, it helped managers and telemedicine supervisors and did not disrupt the workflow under any emergency circumstances. (Al-Faqih, Al-Sadiq,2022)

The cost of direct work:

Where the application of the (FMS) system led to getting rid of the cost of direct labor and making the production process not need laborers in the production stages, and from another direction, led to an increase in the indirect industrial cost.(Beladjouz, Hocine, 2011)

Facilitating processes and obtaining products:

In previous periods, organizations used to spend great time and effort on managing their business.

EX: the process of inventory management was done using paper documents and recording inventory manually and calculating it according to complex accounting processes. Now, a warehouse management system is used, which enables you to monitor all aspects of inventory from anywhere and at any time using only the Internet.

A competitive advantage:

Digital transformation has helped many companies achieve a competitive advantage by reducing costs or by getting high-quality products.

By applying artificial intelligence (AI) in factories, employees can easily identify faulty products on the production line and then pull them out for further processing. (Al-Mujtaba, Mohammed, 2022)

The importance of digital transformation

- Replacing traditional processes with digital
- Accelerate your daily business performance
- Improving thinking and increasing development
- Improve business models
- Increase employee and customer satisfaction

Obstacles to implementing digital transformation

- Lack of clarity of purpose and vision of digital transformation.
- Lack of managerial understanding and managerial experience to implement digital transformation.
- Administrators' resistance to changes.
- Staff resistance to changes.
- Productive incentives are not very compatible with digital transformation systems.
- Weak resources in organizations. (Mandora, Mohamed Hassan, 2021)

Supply chain management and digital management:

By applying artificial intelligence in stock forecasting, using robots in warehouses, and (blockchain) technologies to be able to track raw materials into final products, in addition to electronic

stores, this has contributed to improving supply chains and managing suppliers better than before.

Digital infrastructure:

It is the basis of digital transformation, as without an infrastructure that meets the needs of the digital environment, we will not find digital transformation.

It is about internet connectivity, stability of electrical supply, availability of skills and expertise, and cyber security.

It is worth noting that the Arab countries have made progress in infrastructure, as we find four of them entered (the global speed test) index of Internet speed around the world and improved their experiences and cognitive skills. (Al-Mujtaba, Mohammed, 2022)

Digital transformation and COVID-19

The telecommunications industry has evolved since the Corona Virus (Covid-19) to include more than just traditional communication and information-seeking.

It now serves as the foundation for how people, governments, and businesses use data, content, and digital applications to maintain economic and social activity in the face of technological isolation and overall closure in the majority of the world's nations.

Demand for internet and data services has increased dramatically, as a result of the epidemic, especially in the Middle East and North Africa.

Even in more developed markets, nations unprepared for increasing requirements encountered network congestion, slow internet speeds, and declining service quality.

For several countries, network congestion during the COVID-19 outbreak has been a major worry. The Internet's traffic congestion is primarily caused by five factors:

1. The network is heavily utilized during the day in residential areas (which it is not intended to serve during peak times).
2. More people are seeking for high-bandwidth entertainment offerings like video.
3. rising demand for digital services and video conferencing technology.
4. all age groups of students use distance learning.
5. the international access network, which is where the country's Internet connection begins, does not have enough capacity for consumers.

Actions by MENA governments to improve the network and enhance the use of broadband services

MENA governments responded quickly and worked to upgrade broadband networks and improve internet services.

EX: Some Governments and telecommunications companies have made facilities for prepaid card users to purchase recharge cards and allow them to pay after consumption (Tunisia, Egypt and Palestine); It also provided an increase in the volume of Internet packages and speeds without additional charges for users in (Iraq, Bahrain and Lebanon); They have paid the costs associated with this. Increasing monthly subscriber limits (Egypt), unblocking VoIP apps (UAE and Oman), and free cloud app security for businesses are additional benefits (Vodafone in Egypt), and Saudi Arabia's continued investment over the past 20 years in cutting-edge digital infrastructure and government platforms, as the authorities have been able to ensure continuous access to a variety of e-government services.

Online education:

Numerous nations in the region have launched e-learning systems. In Saudi Arabia, for instance, the National Education Portal "Ain" has grown to serve more than six million users as the principle educational resource, Among the services provided by the now updated digital education platform to students in need are more than 300, 300, 000 devices as well as more than 100, 000 hours of interactive digital learning for college students. Examples of efforts by the authorities of Egypt, Saudi Arabia and Palestine are that they have provided free internet access to university trainers and free SIM cards so that students can use

their devices to access learning platforms. Operators have made free access to online education platforms in Tunisia, Morocco and Bahrain.

For Jordan, new websites hosting educational materials have been established, including "Your Lesson", "Edraak", "Joe Academic".

Recent risks and vulnerabilities in digital infrastructure:

Even though, these policy solutions and initiatives, some risks and flaws in the Middle East and North Africa's digital infrastructure have emerged, including:

- Due to the closure procedures, many telecom operators have been unable to complete their mission, which necessitates the availability of their staff members at work sites.
- Global trade disruption, particularly with countries that export electronic devices, affected this same availability of technology and appliances for services and wideband networks .
- Increased cases of communications equipment theft and sabotage
- • Cases of cyber threats, fake news and digital fraud exploiting public fear and confusion surrounding the Corona pandemic have increased.

- Some governments threaten self-privacy by using personally identifiable information for mobile phone services to track and prevent transmission of COVID-19.

MENA priorities for leveraging digital solutions for recovery

Countries in the region should collaborate to improve the capacity of their broadband communication lines, manage congestion issues, ensure the availability of critical public offerings, and develop financial technologies with over-demand for online offerings such as health insurance and payment systems. E-commerce and online dining facilities are expected to grow exponentially.

Within this framework, we find Marrakesh's goals, which call for digital transformation, Access to high-quality broadband Internet at affordable prices, and the promotion of electronic financial services, to forge a strong relationship.

It is essential that the North African and Middle Eastern authorities intensify their efforts to achieve the following objectives:

- The first goal is to increase capacity and decrease network congestion in order to keep the Internet operational and sustainable.

- The second goal is to ensure the continuity of public services so that citizens can use digital technology to complete their transactions.
- The third objective is to develop payment products and electronic financial transactions such as electronic payment and cash transfer from Governments to individuals to assist businesses and the poorest and most vulnerable, while emphasizing the importance of providing beneficiaries with identity documents to ensure access to services.
- The fourth goal is to strengthen electronic learning efforts Until the educational process continues.

while Governments are creating an enabling environment to increase network capacity, improve the quality of services provided and develop innovative new services; We find that they adhere to global best practices, a number of priority actions must be emphasized in the short, medium and long term. This includes the following:

- By encouraging competition, reducing licensing fees and revenue sharing, we can remove barriers to private investment and make it easier for new operators to enter the telecom market.
- Organizing broad definitions.
- Promoting the idea of regional cooperation for the construction of new submarine cable systems.

- Allow access to basic facilities for free and without any fees.
- Adoption of an open access policy to provide non-discriminatory access to telecommunications infrastructure for all operators Infrastructure is shared among operators, including those in the transportation, energy, and telecommunications sectors.
- Allow the use of widely used services like Voice over Internet Protocol (VoIP).

To summarize, we must be well aware of the important role that digital development plays and that it is not just the ICT sector, it is a key factor in fundamentally changing our economies and countries, and this work affects all areas including education, agriculture, health, financial services and government. In another sense, digital development is a built-in economic growth project that must be based on a holistic vision that takes into account digital infrastructure, platforms, skills and applications in critical areas, while trying to make this digital economy fair and inclusive, in order to make the possibilities of digital transformation available to all. (Al-Gurmazi, Buthaina,2020)

Hypotheses of research:

Based on the problem of the study and the objectives mentioned earlier; The researcher formulated the following assumptions:

Main hypotheses:

There is a statistically significant effect between Modern business environment & digital management

From this, we extract the following sub-hypotheses:

- **Hypothesis 1:** Digital management has a significant positive effect on Performing administrative functions
- **Hypothesis 2:** Digital management has a significant positive effect on Workplace
- **Hypothesis 3:** Digital management has a significant positive effect on the cost of direct work
- **Hypothesis 4:** Digital management has a significant positive effect on facilitating processes and obtaining products
- **Hypothesis 5:** Digital management has a relationship with competitive advantage.

Research questions:

1. What is the nature of the business environment?
2. What are the components of the business environment?
3. What important role does the business environment play?
4. What is the difference between digitization and digital transformation?
5. What is the nature of digital transformation (digital management)?

6. What is the impact of digital transformation on the modern business environment?

Search limits

Spatial limits: The search is conducted in the Arab Republic of Egypt

Time boundary: in 2022

Objective limits: measuring the impact of digital transformation on the modern business environment

Human limits: 70 companies with about 650 (administrative, employee) are being searched.

Research Methodology:

1. Research Methodology:

The researcher used the descriptive analytical method to cover all aspects of the study from the theoretical point of view.

Where the descriptive analytical approach describes the phenomenon as it is in reality and data and facts are collected, classified and tabulated, in addition to careful analysis in order to reach conclusions that answer the research questions and clarify the extent of the impact of digital management in the modern business environment.

2. Data collection:

The data of previous studies and theses were collected for the development of the theoretical model and the use of field studies (resolution in order to test hypotheses).

3. Research community

70 corporate managers which using the digital transformation on their business and the communication between their employees.

4. Study tool

The researcher will use the electronic questionnaire model as a tool for field study by processing the questionnaire and organizing its themes and phrases using the theoretical framework of the study, which are previous studies on the subject of the study. Plus, the five-score Likert scale was used in answering study tool questions

5. Checking the correctness of the study tool

The validity of the questionnaire was confirmed by calculating the correlation coefficients to determine the internal homogeneity of the study tool:

The Digital management

Table (1) Correlation coefficients Digital management

N.	Correlation coefficient	P-value
Digital transformation contributes to making the most of the available resources	0.684**	0.000
Digital transformation increases the capabilities and capabilities of individuals to accomplish the required tasks	0.664**	*.000
Digital transformation contributes to providing accurate, consistent and easy-to-understand information	0.692**	0.000
Digital transformation contributes to providing complete information covering all functions within the company.	0.609**	*.000
Digital transformation helps workers use their powers effectively	0.715**	0.000
Digital transformation contributes to the speed of work performance	0.579**	*.000
Digital transformation provides workers with all the information about the tasks they are assigned to	0.641**	0.000
Digital transformation contributes to increasing cooperation between employees	0.697**	*.000
Digital transformation helps workers self-monitor	0.757**	*.000
Digital transformation contributes to employees making the right decisions	0.620**	*.000

All correlation for Digital management axes items was statistically significant in 0.01 and the tool has structural validity.

The Modern business environment

Table (٢) Correlation coefficients Modern business environment

N.	Correlation coefficient	P-value
Performing administrative functions		
The company has the competencies to effectively achieve the desired goals	0.692**	٠.٠٠٠
The company's management always encourages increasing productivity and improving performance levels	0.659**	0.000
The company encourages employees to continuously innovate and work in a team spirit	0.564**	٠.٠٠٠
The company's employees possess multiple skills that make them able to perform more than one job or job.	0.581**	٠.٠٠٠
The company's employees provide suggestions aimed at developing and completing work accurately	0.745**	٠.٠٠٠
Workplace		
The company provides the appropriate work environment to perform all tasks and works	0.728**	٠.٠٠٠
Adequate lighting is available inside the company that contributes to the efficient completion of work	0.822**	0.000
The company's offices have proper ventilation for all employees	0.743**	٠.٠٠٠
The work inside the company is quiet and no noise	0.732**	٠.٠٠٠
Workers are concerned about keeping the place they work in cleanliness	0.788**	٠.٠٠٠
The cost of direct work		
The company is interested in achieving coordination and integration between functions, which leads to reducing costs	0.720**	٠.٠٠٠
The company seeks to reduce costs through experience and learning	0.765**	0.000

The company is interested in reducing the cost of doing business	0.784**	٠.٠٠٠
The company seeks to apply advanced methods, which helps reduce costs	0.757**	٠.٠٠٠
The company is interested in reducing the waste and waste of available resources	0.821**	٠.٠٠٠
Facilitating processes and obtaining products		
The company provides all services that are compatible with the privacy of each customer.	0.803**	٠.٠٠٠
The company is characterized by a high ability to respond to customer needs	0.752**	0.000
The company focuses on modern technology to suit the needs and desires of customers.	0.820**	٠.٠٠٠
The company makes continuous changes to develop its products in light of market conditions	0.794**	٠.٠٠٠
The company is interested in providing new services that respond to changes in the desires and needs of customers	0.710**	٠.٠٠٠
Competitive advantage		
The company is distinguished by introducing new products that differ from competitors	0.756**	٠.٠٠٠
The company is interested in providing its services at competitive prices	0.811**	0.000
The company seeks to perform its business and services more accurately than competitors	0.781**	٠.٠٠٠
The company is interested in working to raise the level of services and products provided to customers	0.739**	٠.٠٠٠
The company is working to achieve the flexibility required to meet the changing market demands	0.825**	٠.٠٠٠

All correlation for Modern business environment axes items was statistically significant in 0.01 and the tool has structural validity.

6. Reliability study tool

Table (٣) Reliability questionnaire

axes	Alpha Cronbach	number of elements
Digital management	0.861	١٠
Modern business environment	0.966	٢٥
Total questionnaire	0.969	٣٥

The value of Cronbach alpha for all study tool is high and the study tool is high Reliability.

7. Analysis of the questionnaire:

First: Personal data

Table (4) personal data of the study sample

	categorized	N	%
Gender	Males	53	75.7
	females	17	24.3
Age	Less than ٣٠ years	11	15.7
	From 30 to less than 40 years	29	41.4
	From 40 to less than 50 years	21	30.0
	50 years or more	9	12.9
Educational level	High School	4	5.7
	Bachelor	46	65.7
	Master	14	20.0
	PhD	6	8.6
Number of years of experience	Less than 5 years	5	7.1
	From 5 years to less than 10 years	20	28.6
	From 10 years to less than 15 years	33	47.1
	15 years and over	12	17.1

Second: The variables of study

The Digital management axes:

Table (5) Phrases related to the Digital management axes

N.	Phrase	Mean	S. D	Relative weight	Degree	Arrangement
1	Digital transformation contributes to making the most of the available resources	3.757	0.711	0.751	High	7
2	Digital transformation increases the capabilities and capabilities of individuals to accomplish the required tasks	3.843	0.735	0.769	High	4
3	Digital transformation contributes to providing accurate, consistent and easy-to-understand information	3.871	0.760	0.774	High	3
4	Digital transformation contributes to providing complete information covering all functions within the company.	3.843	0.754	0.769	High	4
5	Digital transformation helps workers use their powers effectively	3.843	0.828	0.769	High	4
6	Digital transformation contributes to the speed of work performance	3.886	0.753	0.777	High	2
7	Digital transformation provides workers with all the information about the tasks they are assigned to	3.843	0.735	0.769	High	4
8	Digital transformation contributes to increasing cooperation between employees	3.800	0.734	0.760	High	6
9	Digital transformation helps workers self-monitor	3.900	0.783	0.780	High	1
10	Digital transformation contributes to employees making the right decisions	3.829	0.761	0.766	High	5

The all-expression Digital management axes were the high and it illustrates the high level of the Digital management in Egyptian companies where mean is ٣.٨٤١ and S.D 0.٧٥٥

The Modern business environment axes:

1. Performing administrative functions

Table (6) Phrases related to the Performing administrative functions

N.	Phrase	Mean	S. D	Relative weight	Degree	Arrangement
1	The company has the competencies to effectively achieve the desired goals	3.929	0.767	0.786	High	2
2	The company's management always encourages increasing productivity and improving performance levels	3.871	0.797	0.774	High	3
3	The company encourages employees to continuously innovate and work in a team spirit	3.957	0.824	0.791	High	1
4	The company's employees possess multiple skills that make them able to perform more than one job or job.	3.957	0.892	0.791	High	1
5	The company's employees provide suggestions aimed at developing and completing work accurately	3.871	0.833	0.774	High	3

The all-expression Performing administrative functions were the high and it illustrates the high level of the Performing administrative functions in Egyptian companies where mean is ٣.٩١٧ and S.D 0.823

2. Workplace

Table (7) Phrases related to the Workplace

N.	Phrase	Mean	S. D	Relative weight	Degree	Arrangement
1	The company provides the appropriate work environment to perform all tasks and works	3.986	0.843	0.797	High	1
2	Adequate lighting is available inside the company that contributes to the efficient completion of work	3.957	0.842	0.791	High	3
3	The company's offices have proper ventilation for all employees	3.886	0.808	0.777	High	4
4	The work inside the company is quiet and no noise	3.971	0.761	0.794	High	2
5	Workers are concerned about keeping the place they work in cleanliness	3.886	0.826	0.777	High	4

The all-expression Workplace were the high and it illustrates the high level of the Workplace in Egyptian companies where mean is ٣.٩3٧ and S.D 0.816

3 -The cost of direct work

Table (8) Phrases related to the cost of direct work

N.	Phrase	Mean	S. D	Relative weight	Degree	Arrangement
1	The company is interested in achieving coordination and integration between functions, which leads to reducing costs	4.157	0.673	0.831	High	١
2	The company seeks to reduce costs through experience and learning	3.957	0.824	0.791	High	٢
3	The company is interested in reducing the cost of doing business	3.871	0.815	0.774	High	٤
4	The company seeks to apply advanced methods, which helps reduce costs	3.914	0.756	0.783	High	٣
5	The company is interested in reducing the waste and waste of available resources	3.857	0.804	0.771	High	٥

The all-expression the cost of direct work were the high and it illustrates the high level of the cost of direct work in Egyptian companies where mean is ٣.٩٥١ and S.D 0.٧٧٥

4 -Facilitating processes and obtaining products

Table (٩) Phrases of Facilitating processes and obtaining products

N.	Phrase	Mean	S. D	Relative weight	Degree	Arrangement
1	The company provides all services that are compatible with the privacy of each customer.	3.929	0.748	0.786	High	٣
2	The company is characterized by a high ability to respond to customer needs	3.971	0.722	0.794	High	١
3	The company focuses on modern technology to suit the needs and desires of customers.	3.900	0.745	0.780	High	٤
4	The company makes continuous changes to develop its products in light of market conditions	3.800	0.773	0.760	High	٥
5	The company is interested in providing new services that respond to changes in the desires and needs of customers	3.943	0.778	0.789	High	٢

The all-expression Facilitating processes and obtaining products were the high and it illustrates the high level of Facilitating

processes and obtaining products in Egyptian companies where mean is 3.901 and S.D 0.703

5 - Competitive advantage

Table (10) Phrases of Competitive advantage

N.	Phrase	Mean	S. D	Relative weight	Degree	Arrangement
1	The company is distinguished by introducing new products that differ from competitors	3.900	0.764	0.780	High	5
2	The company is interested in providing its services at competitive prices	3.914	0.717	0.783	High	4
3	The company seeks to perform its business and services more accurately than competitors	3.943	0.720	0.789	High	2
4	The company is interested in working to raise the level of services and products provided to customers	3.957	0.731	0.791	High	1
5	The company is working to achieve the flexibility required to meet the changing market demands	3.929	0.709	0.786	High	3

The all-expression Competitive advantage were the high and it illustrates the high level of Competitive advantage in Egyptian companies where mean is ٣.٩29 and S.D 0.٧28

The high level of Modern business environment in Egyptian companies where mean is ٣.٩29 and S.D 0.٧79

8. A model for testing research hypotheses:

Main hypotheses:

There is a statistically significant effect between Modern business environment & digital management

Table (11) impact of digital management on Modern business environment

B	T	F	P-VALUE
2.393	12.241**	149.844**	.٠٠٠٠

In table (11) There is a statistically significant positive impact of digital management on Modern business environment, it is correct the Main hypotheses it turned out that the more it increased digital management level 1% is Modern business environment in Egyptian companies has increased 2.393%

sub-hypotheses 1: Digital management has a significant positive effect on Performing administrative functions

Table (12) impact of digital management on Performing administrative functions

B	T	F	P-VALUE
0.463	9.453**	89.361**

In table (12) There is a statistically significant positive impact of digital management on Performing administrative functions, it is correct the sub-hypotheses 1it turned out that the more it increased digital management level 1% is Performing administrative functions in Egyptian companies has increased 0.463%

sub-hypotheses 2: Hypothesis 2: Digital management has a significant positive effect on Workplace

Table (13) impact of digital management on Workplace

B	T	F	P-VALUE
0.530	10.225**	104.553**

In table (13) There is a statistically significant positive impact of digital management on Workplace, it is correct the sub-hypotheses 2it turned out that the more it increased digital management level 1% is Workplace in Egyptian companies has increased 0.530%

sub-hypotheses 3: Digital management positively affects the cost of direct work

Table (14) impact of digital management on the cost of direct work

B	T	F	P-VALUE
0.491	9.343**	87.292**

In table (14) There is a statistically significant positive impact of digital management on the cost of direct work, it is correct the sub-hypotheses 3it turned out that the more it increased digital management level 1% is the cost of direct work in Egyptian companies has increased 0.491%

sub-hypotheses 4: Digital management has a significant positive effect on facilitating processes and obtaining products

Table (15) impact of digital management on facilitating processes and obtaining products

B	T	F	P-VALUE
0.456	8.577**	73.561**

In table (15) There is a statistically significant positive impact of digital management on facilitating processes and obtaining products, it is correct the sub-hypotheses 4it turned out that the more it increased digital management level 1% is facilitating

processes and obtaining products in Egyptian companies has increased 0.456%

sub-hypotheses 5: Digital management has a relationship with competitive advantage.

Table (16) impact of digital management on competitive advantage.

B	T	F	P-VALUE
0.454	9.024**	81.427**

In table (16) There is a statistically significant positive impact of digital management on competitive advantage, it is correct the sub-hypotheses 5it turned out that the more it increased digital management level 1% is competitive advantage in Egyptian companies has increased 0.454%

Conclusions:

- ✓ The application of digital management increases the efficiency of the performance of employees and facilitates their operations significantly.
- ✓ Digital management changes the nature of work in the workplace in terms of attendance and departure and follow-up work from outside organizations.
- ✓ When applying digital management to machinery in factories, we find savings in direct costs in terms of less reliance on labor.

- ✓ One of the basics of achieving a competitive advantage in the local and global markets at present is the introduction of digital management in the operational and administrative processes to be able to keep pace with technological changes.
- ✓ In just two decades, digital technologies have evolved faster than any other innovation in history, reaching nearly half of the developing world's population.
- ✓ Technology manages to achieve equality by improving links to electronic communications, investment and access to public and private services.
- ✓ In the health sector: pioneering and AI-supported technologies have been added that help medical staff diagnose diseases, save lives and extend life expectancy.
- ✓ In education: Virtual and distance learning environments helped students who would otherwise have been excluded access to programs.
- ✓ Today, digital technologies have entered the agriculture, health and environment sectors and are used to collect data and artificial intelligence to track and diagnose problems in these sectors.
- ✓ The high level of the Digital management in Egyptian companies and high level of the Performing administrative functions, Workplace, cost of direct work, facilitating processes and obtaining products and Competitive advantage

in Egyptian companies and high level of Modern business environment in Egyptian companies

- ✓ Results confirmed a positive impact of clear statistical significance of digital management on the modern business environment, confirming the validity of the key hypotheses, which turned out to be that the higher the level of digital management by 1%, the higher the modern business environment in Egyptian companies by 2.393%.
- ✓ Results showed that there is a statistically significant positive impact of digital management on the performance of managerial functions, and this confirms that sub-hypotheses 1 show that the higher the level of digital management 1%, the higher the performance of management functions in Egyptian companies by 0.463%.
- ✓ Results explain that there is a statistically significant positive impact of digital management on the workplace, and that sub-hypotheses 1 show that the higher the level of digital management by 1%, the higher the workplace in Egyptian companies by 0.530%.
- ✓ There was a statistically significant positive impact of digital management on the cost of direct action, it is true that sub-hypotheses 3 show that the higher the level of digital management by 1%, the higher the cost of direct action in Egyptian companies by 0.491%.

- ✓ There is a statistically significant positive impact of digital management on facilitating processes and obtaining products, it is correct the sub-hypotheses 4it turned out that the more it increased digital management level 1% is facilitating processes and obtaining products in Egyptian companies
- ✓ There is a statistically significant positive impact of digital management on competitive advantage, it is correct the sub-hypotheses 5it turned out that the more it increased digital management level 1% is competitive advantage in Egyptian companies has increased 0.454%

And based on what was concluded from previous studies and what was concluded from the current study, the following are recommended:

- ✓ Invite leaders of public organizations to participate in the transformation process and support them in all forms, while maintaining technical and managerial expertise and competencies in order to reduce resistance during the digital transformation process.
- ✓ Take the necessary measures and develop plans and policies to ensure the safe implementation of the digital transformation process, dividing it into detailed steps to clarify the role of each process in the digital transformation process, with a focus on familiarity with all operational steps.

- ✓ Equipping mechanisms to inform and educate citizens on how to benefit from digital transformation in government services.
- ✓ The numbers of workers in service organizations oriented towards digital transformation and their training on new business and procedures, as well as motivating them to become creative and innovative in this regard, while emphasizing that they are partners in success.
- ✓ Most important step is the development of infrastructure, materials and technology that enables digital transformation as a tool for data and information transmission, without which digital transformation will become a distant and inaccessible trend.
- ✓ Promote the idea of effective participation of all State media institutions, including others, to encourage the digital transformation process.
- ✓ Creating information security systems to maintain information confidentiality and not breach it, while also providing backup copies of such information to protect it from loss and damage.
- ✓ Continuing to meet the university's information technology needs, as well as providing the necessary infrastructure to aid in digital transformation.
- ✓ Creating an executive committee to oversee the implementation of the Digital Student initiative, which was launched during the forum's activities.

- ✓ Involving foreign and private universities in the digital platform for the Ministry of Higher Education and Scientific Research's national projects.
- ✓ The Ministry of Higher Education will provide technical and administrative support, as well as develop a road map and define the steps required to achieve digital transformation in educational institutions.
- ✓ Holding regular meetings to monitor the implementation of the Forum's findings.

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