

# **Electronic digitization and achieving institutional distinction for the Development of Non- Governmental Organizations**

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## Abstract

This research describes the process of electronic digitization and its role in achieving the institutional distinction for the development of non-governmental organizations (NGOs). The study is based on the dimensions of electronic digitization, which include the strategy of the electronic digitization, skills, the basic structure of information network, and training on the information technology. It also considers the dimensions of the administrative distinction, which include the administrative, financial, technological and legal aspects. This study is a descriptive study that uses the method of the comprehensive social survey in the developmental civil associations in Beni Suef governorate (n= 137 units).

The study tests a set of main hypotheses and their sub-hypotheses. The results of the study confirm these hypotheses, indicating that “there is a statistically significant positive and effective relationship between the electronic digitization and the achievement of institutional distinction of the developmental NGOs”; and that “there is a positively effective relationship between the electronic digitization and the achievement of human distinction in NGOs. Hence, we accept the main hypothesis of the study: “There is a statistically significant and positively effective relationship between electronic digitization and the achievement of institutional distinction for NGOs”.

## Keywords:

Electronic digitization – institutional distinction .

## Introduction:

Perhaps the era is witnessing a noticeable change in various aspects of life, and the accompanied by the massive information and technological revolution that has swept through all kinds of organizations of all kinds (Aljamal, 2018, p. 63). This revolution has brought innovative ways of accomplishing work, as highlighted by the advancements in technology (Aljamal, 2018, p. 63) .

The emergence of born-digital historical records in the present age poses great challenges for archival science, librarianship, museology, and information science on the one hand, and to humanities research on the other, while also offering exciting opportunities. Personal digital archives, legal, governmental, institutional, scientific, public, and non-governmental organizations’ documentation records or datasets, public repositories of digital publications, web archives, and social media archives are incredibly rich, diverse and multi-faceted treasure troves for historians, political scientists, sociologists, philologists, literary scholars, art historians, digital humanists, and researchers from other humanities disciplines (Ries & Palkó, 2019, p. 2).

Over the course of its deliberations, the International ICT Literacy Panel had wide-ranging discussions about the nature of information and communication technology literacy and its growing importance in the well-being of societies around the world (A Report of the International ICT Literacy Panel, 2007). Understanding the skill set needed for successful digital transformation is critical for organizations (Hoberg, Krcmar, Oswald, & Welz, 2015, p. 3). Among the most deep-seated anxieties of the Internet age is the fear of technologically produced forgetting (MacDonald, Couldry,, & Dickens, 2014, p. 2).

The foundations of the European Excellence Management Model are based on eight principles that are determined according to the level of excellence in institutions, which are as follows (focus on results - focus on customers - leadership and consistency in striving to achieve goals - management by processes and facts - human resources development and participation - continuity of education, improvement and innovation – Building partnerships – Commitment to society) (Abu Shamala, 2022, p. 5).

According to Abu Ghaben and Al-Madhoun (2023), the aim of their study is to identify the role of digital transformation in achieving institutional excellence by applying it to workers in Gaza Municipality. The study employed a descriptive and analytical approach, with a study population consisting of 200 employees who hold supervisory positions in the municipality of Gaza. A simple random sample of (132) questionnaires was distributed to the study sample, and the data was analyzed using the SPSS statistical (Abu Ghaben & Al-Madhoun, 2023).

The main purpose of this research (Basant Saladin 2023) is to examine the role of digital organizational culture in organizational development, in light of digital transformation processes (Saladin, 2023).

Shailendra Sharma (2023) examines how globalization and international business, as well as technological innovation, have had a significant influence on healthcare around the world, including Zambia. Nowadays, most organizations are producing value with multiple partners and players by exploiting digital and innovation platforms in many areas of society (Sharma, 2023).

The study of Mahmoud T. Al Najjar, Mizzen J. Al Shibani, Suliman A. El Talla (2023) aims to identify the digital transformation in non-governmental organizations (Al Najjar, Al Shobaki, & El Talla, 2023)

Mersianova's (2022) paper presents the results of the calculations of Russia's first index of NGO Basic Digital Competencies based on international experience and the data. This paper presents an exploration into how Northern-based development NGOs might change into digital social entrepreneurs while using the internet or social media for their ICT for Development (ICT4D) related projects (Sheombar & Ravesteijn, 2022). Several NGOs committed to tackling those hurdles see their impact affected by the continent's poor digital ecosystem. (CORREIA & FONTOURA, 2022).

Milouda Hamdou's (2022) study aims to reveal the role of digitization in improving the quality of services in the public facility. The study's data was collected through a questionnaire on the employees' view of digitization, a questionnaire on citizens' satisfaction with the services provided through digitization and interviews. The data was analyzed using SPSS V19. The study concluded with a set of results, the most important of which is that digitization has a role in improving the quality of public services (Hamdou, 2022).

Aniela (2021) conducted a study on strategies that have a high chance of adapting, transforming and being resilient to digital transformation. The found that the digital strategy is an integral part of the NGO's strategic development plan (Bălăcescu, 2021).

Maria Chiara Moraine & Anna Thum-Thysen (2020) examine the skills that are needed to take advantage of the possibilities offered by digital technology and suggests that both cognitive and non-cognitive skills exhibit a strong and robust positive correlation with aggregate labour productivity (Morandini, Thysen, & Vandeplass, 2020).

This has led to the spread of digital technologies in all aspects of social and economic life, with non-governmental organizations successfully integrating smart tools into their programs (Bălăcescu, 2021).

A study by (Ndei & Mutuku, 2021) explores the relationship between electronic procurement and the performance of organizations. Electronic procurement is very vital in achieving organizations objectives, and limited resources necessitate sustainable development strategies for sustainable performance (Nayal & Raut, 2021).

However, in the era of digitalization and globalization many researchers explored the role of digital technologies in improving sustainable performance.

The research of Sarah Abdel Fattah Khaled (2021) aimed to identify the requirements for achieving institutional distinction in order to activate the culture of competitiveness among NGOs, and to determine the relationship between the demographic variables of workers, and to identify the obstacles that hinder institutional distinction (Khaled, 2021).

**Purpose** – the main goal of the current research is to provide a deep understanding of the concept of digital transformation, specifying its key elements/components/categories. **Research methodology**– an analysis of the textual information was performed, applying various techniques in the framework of the content analysis. Information database included 30 definitions of the term “digital transformation” and the related terms proposed by academicians and organizations (VERINA & TITKO, 2019).

The primary goal of Sousa & Rocha’s (2019) paper is to contribute to the discussion of an effective digital transformation of organizations based on the latest trends of skills.

Khaira Ben Yamina’s (2019) study shows that the technological development in the world of “electronic digitization of human resources” in various organizations has become inevitable and necessary because of the nature of the rapid and successive changes in the field of human resources management in contemporary time. This is to enable strategic decision makers to know the comprehensive and accurate changes within the organization, both internally and externally, giving the organization credibility and transparency in making informed decisions based on an efficient and accurate information system (Ben Yamina, Nashed, & Ahmed, 2019).

This research aims to identify the role of electronic human resources management in supporting digitization, as an application to the General Presidency of the National Guard in the State of Kuwait (Fathy, 2022, p. 1210). One of the effective models in electronic digitization to achieve institutional excellence is the “Malcolm Baldrige Excellence Management” model. Malcolm has gradually developed a model of excellence that is a strong and recognized standard for achieving quality and excellence in performance in non-governmental organizations, so that these institutions can face strong competition with other institutions given limited resources. The main

goal of this model is to promote and strengthen concepts related to the elements and components of performance excellence in institutions, develop their competitive capabilities, and transfer the expertise and expertise of institutions that succeed in achieving levels of excellence to other institutions to improve performance and reach institutional excellence (Al-Melegy, 2012, p. 209).

**Importance:**

- 1-The current study is considered one of the few studies that addressed the role of electronic digitization and achieving institutional distinction for developmental non-governmental organizations (NGOs).
- 2- The effective role of NGOs in achieving institutional distinction.
- 3- The results of the current study will add to the group of emerging research in this field and help in achieving institutional distinction for developmental NGOs.

**Study Goals:**

1. Determining the level of electronic digitization in developmental NGOs.
2. Determining the level of institutional distinction in developmental NGOs.
3. Determining the relationship between electronic digitization and achieving institutional distinction for developmental NGOs.
4. Identifying the difficulties facing the contributions of electronic digitization in achieving institutional distinction for developmental NGOs.
5. Determining proposals for activating the contributions of electronic digitization in achieving institutional distinction for developmental NGOs.
6. Finding proposed mechanisms from the perspective of how society is organized to activate the contributions of electronic digitization in achieving institutional distinction for developmental NGOs.

**The Study Problem:**

Today, the world is witnessing a rapid development in the use of modern technology, which has led to a major shift in the world of business management between traditional and technology-based management. Many modern terms have appeared, such as electronic digitization, digital transformation, etc. These terms are not just abstract concepts, but rather realities that are imposed by the era of the internet, which provides its services to the public and seeks to provide a distinctive service characterized by speed, ease, accuracy, and

availability, in order to achieve organizational excellence through employing all possible technological means to serve the administrative levels. The diverse and important information and knowledge that results from it must be utilized to achieve institutional distinction from other institutions. The problem of the study can be phrased as “What is electronic digitization and achieving institutional distinction for non-governmental development organizations?”

### **Study Hypotheses:**

This study seeks to verify the validity of the following main hypothesis:

"There is a positive and statistically significant relationship between electronic digitization and the achievement of institutional distinction for developmental non-governmental organizations."

### **From this Main Hypothesis, the Following Sub-hypotheses Emerge:**

1. There is a positive and statistically significant relationship between electronic digitization and the achievement of administrative distinction for developmental NGOs.
2. There is a positively effective and statistically significant relationship between electronic digitization and achieving financial distinction for developmental NGOs.
3. There is a positively effective and statistically significant relationship between electronic digitization and achieving *technological* distinction for developmental NGOs.
4. There is a positive and statistically significant relationship between electronic digitization and the achievement of *legal* distinction for developmental NGOs.
5. There is a positive and statistically significant relationship between electronic digitization and the achievement of *human* distinction for the developmental NGOs.

### **Concepts:**

#### **1- Electronic Digitization:**

It is the process of converting data into a digital form, in order to be processed by an electronic computer. In the context of an information system, it refers to using a type of scanning device that allows displaying the result on a screen computer (Daoudi & Abdel Razek, 2021, p. 23)



In light of the previous definitions, the researcher defined it procedurally as follows: “electronic digitization strategy”, “electronic digitization skills”, “information network infrastructure”, “information technology training”, and “technical creativity and innovation”.

## 2- Institutional Distinction:

It is the ability to reconcile and coordinate the elements of the organization and operate them in an integrated and coherent way. The goal of this ability is to achieve the highest effectiveness rates of successful administrative and leadership practices, to provide outputs and services for all the relevant authorities and society as a whole. These outputs and services must meet measurable standards and levels that achieve efficiency, effectiveness, and the satisfaction of those dealing with the institution, as the concept of distinction depends on integration and intellectual coherence. This concept involves performing new, unique works that cannot be imitated by others and have high quality output (Al Habsi, 2021, p. 82).

Excellence is also defined by an organization as “a state of administrative creativity and organizational excellence that achieves unusually high levels of performance and implementation of the organization’s production, marketing, financial, and other processes. This state results in outcomes that exceed those achieved by competitors, and with which customers and all stakeholders in the organization are satisfied” (Selim, 2020, p. 207).

In light of the previous definitions, the researcher defined it procedurally as follows: “administrative excellence”, “financial excellence”, “technological excellence”, “legal excellence & human excellence”.

## Methodology:

The study is a descriptive one, and it is based on a comprehensive social survey that has been administered to officials working in the developmental civil associations in Beni Suef governorate (n = 137 units). The following table shows their distribution:

**Table (1)**

#	Civil association	No. of officials
1	The association of Nahr Al-Khir for development in Bebarot	17
2	Shabab Misr (Egyptian Youth) for development and services in Eastern Tezment	7
3	Nasij for Sustainable Development and Training in Sedment Al-Jabal	15

#	Civil association	No. of officials
4	The Association of Comprehensive Development in Western Tezment	11
5	Osraty (My Family) for Environment Protection and Comprehensive Development	17
6	Branch of The Egyptian Association for Family Planning in Beni Suef	11
7	The Association of Enssan ( <i>Human</i> ) for services and Development	13
8	The Social Association for Services and Development	7
9	The Association of Ein Arahma for Comprehensive Development in Bebaha	17
10	The Association of Shabab Al-Khir for Development and Services	11
11	The Association of Al-Fajr Al-Jadid for services and Development	11
<b>Total</b>		<b>137</b>

### Tools of the Study:

1- A questionnaire for officials on Electronic Digitization and the achievement of institutional distinction for the developmental NGOs. The researcher developed a questionnaire to be administered to officials in relation to the guiding perspective of the study and the previous studies relevant to the theme of the research.

The questionnaire consisted of four main dimensions and was formulated in 50 statements distributed as follows:

**Table (2)**

Independent variable (E-Digitization)	No. of statements	Dependent variable (Institutional distinction)	No. of statements
Electronic Digitization strategy	5	Administrative Distinction	5
Skills of Electronic Distinction	5	Financial Distinction	5
Network infrastructure	5	Technological Distinction	5
IT training	5	Legal Distinction	5
Technological creativity	5	Human Distinction	5

The major responses of these dimensions were determined according to the theoretical literature guiding the study and previous studies related to the research.

The officials' questionnaire was based on a three-point scale, where there are three responses for each statement (yes, somewhat yes, no). Each one of these responses was given a value, as the following (3 for yes, 2 for *somewhat yes*, and one for "No").

To verify the content validity (the logical validity) of the questionnaire, the researcher reviewed the relative literature, framework, related previous studies, and research.

The stability of the questionnaire was measured using Cronbach Alpha Coefficient for the values of assessment reliability, by applying it to a sample of 10 units of officials (outside the framework of the studied population). It was shown the stability coefficients of the dimensions are of high level, as shown in the following table:

**Table (3) shows results of the stability of the officials' questionnaire (n=10)**

Dimension		Dimensions of Electronic Digitization	Dimensions of Institutional Distinction	Total stability
Cronbach Alpha Coefficient		0.933	0.935	0.942
Spearman-Brown Formula	R values and its significance	**0.981	**0.916	**0.996
	The value of coefficient	0.990	0.956	0.998
<i>*the 0.05 level of significance</i>		<i>**the 0.01 level of significance</i>		

The above table shows that the stability of dimensions of the officials' questionnaire is of a high degree of stability and liability; their results are reliable, accordingly, the tool took its final form.

**2- Identifying the level of e-digitization and achieving the institutional distinction for developmental NGOs:**

The level of electronic digitization and achieving the institutional distinction for NGOs could be identified using arithmetic means, where the start and end of categories in the tri-ordinal scale are “Yes” (3 degrees), “Somewhat yes” (2 degrees), and “No” (1 degree). The data was encoded and computerized. To determine the length of cells in the scale (lowest and highest limits), the researcher calculated the range, which is the highest value minus the lowest value (3-1=2). Then, the result was divided by the number of the cells of the scale to obtain the corrected length of the cell (2/3=0.67). This resulting value was added to the lowest value in the scale or the start of measurement (i.e., integer one) to determine the highest limit of that cell. Accordingly, the length of cells became as the following:

**Table (4) shows levels of arithmetic means of the study.**

Values	Level
If the arithmetic mean of a statement or the dimension ranged from 1 to 1.67	Low level
If the arithmetic mean of a statement or the dimension ranged from 1 to 1.67	Medium
If the arithmetic mean of a statement or the dimension ranged from 1 to 1.67	High

#### **4- Methods of Statistical Analysis:**

The data was collected in the period from July 8<sup>th</sup>, 2023, to August 10<sup>th</sup>, 2023. The data was processed by computer using the application (SPSS. V. 24.0). The following statistical methods were applied: frequencies, percentages, arithmetic mean, standard deviation, range, Cronbach Alpha coefficient, Spearman-Brown formula for medium-division of reliability, simple regression analysis, Pearson Correlation coefficient, selection parameters, t-test for two independent samples, and one-direction variance analysis.

#### **Results of the Field Study:**

##### **Axis I: Describing Officials (Population of the Study)**

Table (5) describes the officials: population (n= 137)

Quantitative variables	Age average	SD
Age	37	10
Years of experience	8	3
<b>Gender</b>	<b>Q</b>	<b>%</b>
Male	71	51.8
Female	66	48.2
<i>Total</i>	<b>137</b>	<b>100</b>
<b>Qualification</b>	<b>Q</b>	<b>%</b>
High schools	12	8.8
University degree	118	86.1
Post-graduate diploma	7	5.1
<i>Total</i>	<b>137</b>	<b>100</b>
<b>Job Title</b>	<b>Q</b>	<b>%</b>
Board members	71	51.8
Fund secretary	11	8
Executives	10	7.3
Program/Project officials	19	13.9
Social worker	9	6.6
Administrators	17	12.4
<i>Total</i>	<b>137</b>	<b>100</b>

The above table shows the following:

- The average age of officials' ages is 37 years, with a standard deviation (SD) of 10 years.
- The average of experience in their job is 8 years, with an SD of about 3 years.
- The percentage of males (51.8%) is higher than that of females (48.2%).

- The highest percentage of officials (86.1%) have a university degree, followed by those with postgraduate studies (5.1%), and finally, those with medium qualifications (8.8%).
- The highest percentage of the studied officials are board members (51.8%), followed by officials of program/projects (13.9%), administrative officials (12.4%), Fund secretary (8%), executives (7.3%), and finally, social workers with percentage (6.6%).

**Axis II: Dimensions of Electronic Digitization in Developmental NGOs as a Whole:**

#	Dimensions	Arith. Means	SD	Level	order
1	The strategy of e-digitization	2.73	0.23	High	1
2	Skills of e-digitization	2.71	0.24	High	3
3	IT network	2.72	0.24	High	2
4	IT training	2.71	0.24	High	3
5	Technological creativity	2.70	0.29	High	4
<b>Dimensions of electronic digitization as a whole</b>		<b>2.71</b>	<b>0.24</b>	<b>high</b>	

The above table shows that the level of electronic digitization in developmental NGOs as a whole is high. The arithmetic means were as follows: the strategy of electronic digitization at the top (2.73), followed by the information network with a mean (2.72), then the skills of electronic digitization and IT training with a mean of (2.71), and finally, technological creativity with a mean of (2.7).

**Axis III: Dimensions of Institutional Distinction in Developmental NGOs:**

**Table (7)** shows the level of institutional distinction in developmental NGOs as a whole:

#	Dimensions	Math means	SD	Level	order
1	Administrative distinction	2.69	0.23	High	4
2	Financial distinction	2.71	0.24	High	2
3	Technological distinction	2.7	0.24	High	3
4	Legal distinction	2.69	0.24	High	5
5	Human distinction	2.71	0.29	High	1
<b>Dimensions of institutional distinction in total</b>		<b>2.7</b>	<b>0.26</b>	<b>high</b>	

**This table shows that** the institutional distinction in the developmental NGOs as a whole is high, with the arithmetic mean reached (2.7). The indicators, according to the order of means, were as

follows: human distinction with an arithmetic mean of (2.71) and standard deviation (0.23). This is because human resources are the most important element in NGOs. The second in order was financial distinction with an arithmetic mean of (2.71) and standard deviation (0.24). This helps in providing the materialistic needs in NGOs. The third in order is the technological distinction with a mean of (2.7), which helps NGOs to be consistent with the developments of electronic digitization. Then, the legal distinction comes at the fourth order with means of (2.69) and standard deviation (0.29). It is obvious that each dimension helps in the institutional distinction of the NGO, and none can be excluded, since they are all interrelated.

**Axis IV: Testing Hypotheses of the Study:**

- Testing the main hypothesis of the study and its sub-hypotheses: “There is a positively effective and statistically significant relationship between electronic digitization and the achievement of the institutional distinction in the developmental NGOs”.

**Table (8) shows the relationship between electronic digitization and achieving institutional distinction for developmental NGOs.**

Dimensions	Administrative Distinction	Financial Distinction	Techno. Distinction	Legal Distinction	Human Distinction	Total Dimensions
E-digitization	**0.841	**0.932	**0.762	**0.784	**0.964	**0.919
Skills of E-digitization	**0.839	**0.938	**0.733	**0.799	**0.969	**0.916
Infrastructure of Information Network	**0.821	**0.961	**0.751	**0.769	**0.992	**0.919
IT training	**0.786	**0.939	**0.728	**0.759	**0.960	**0.893
Technological creativity	**0.962	**0.819	**0.744	**0.918	**0.836	**0.929
Dimensions of electronic digitization as a whole	**0.890	**0.951	**0.774	**0.844	**0.978	**0.954
The 0.01 level of significance			The 0.05 level of significance			

The above table indicates a positively effective and statistically significant relationship at the 0.01 level of significance between electronic digitization and achieving the institutional distinction in developmental NGOs. The dimensions of electronic digitization that are most correlated with institutional distinction are technical creativity strategy of electronic digitization, information network infrastructure, skills of electronic digitization, and IT training. These dimensions exhibit a strong positive correlation, aligning with the aims of the study.

**Table (9)** presents the results of the simple regression analysis for the effect of electronic digitization on achieving the institutional distinction for developmental NGOs (n= 137)

Independent variable	Dependent variables	Regression coefficient R	t-test	F-Test	Correlation Coefficient R	Selection Coefficient R <sup>2</sup>
Total Electronic digitization	Admin distinction	1.094	**22.663	**513.619	**0.890	**0.792
	Financial distinction	0.952	**35.781	**1280.262	**0.951	**0.905
	Techno-distinction	1.079	**14.210	**201.925	**0.774	**0.599
	Legal distinction	1.066	**18.298	**334.823	**0.844	**0.713
	Human distinction	0.969	**54.924	**3016.641	**0.978	**0.957
		1.032	**36.790	**1353.510	**0.954	**0.909
**The 0.01 level of significance			*The 0.05 level of significance			

In the above table, the correlation coefficient between the independent variable (electronic digitization as a whole) and the dependent variable (achievement of administrative distinction for developmental NGOs) indicates a positive correlation between the two variables at the 0.01 level of significance. The F-test confirms the significance of the regression modeling, with a selection coefficient value of 0.792. This means that electronic digitization as whole contributes to the achievement of administrative distinction for developmental NGOs by 79.2%. This supports the acceptance of the first sub-hypothesis that there is a positively effective and statistically significant relationship between electronic digitization and the achievement of administrative distinction for the developmental NGOs.

- The correlation coefficient between the independent variable (electronic digitization as a whole) and the dependent variable (achieving financial distinction for developmental NGOs) shows a positive correlation between both variables (at the 0.01 level of significance). The F-test also indicates the significance of the regression model, with a selection coefficient value of (0.905). This implies that electronic digitization as a whole contributes to financial distinction for developmental NGOs by 90.5%. Therefore, the sub-hypothesis that there is a positively effective and statistically significant relationship between electronic digitization and achieving financial distinction for developmental

NGOs is accepted. This aligns with the findings of the study by Basant Salah al-Din (2023), which explores the role of digital organizational culture in organizational development in the context of digital transformation processes.

- Furthermore, the correlation coefficient between the independent variable of electronic digitization as a whole and the dependent variable of achieving *technological* distinction for developmental NGOs indicates a positive correlation between both variables (at the 0.01 level of significance). The F-test confirms the significance of the regression model, with a selection coefficient value of 0.599. This suggests electronic digitization as a whole contributes to *technological* distinction for developmental NGOs by 59.5%. Thus, the sub-hypothesis that there is a positively effective and statistically significant relationship between electronic digitization and achieving *technological* distinction for developmental NGOs is accepted.
- The correlation coefficient between the independent variable (electronic digitization as a whole) and the dependent variable (achieving the *legal* distinction for developmental NGOs) demonstrates a positive correlation between both variables at the 0.01 level of significance. The F-test indicates the significance of regression model, with a selection value of 0.713. This means that electronic digitization as a whole contributes to *legal* distinction for developmental NGOs by 71.3%. Therefore, **the sub-hypothesis that there is a positively effective and statistically significant relationship between electronic digitization and achieving *legal* distinction for developmental NGOs is accepted. This finding is supported by the study conducted by Shailendra Sharma (2023) on globalization, international business, and technological innovation.**
- The value of correlation coefficient between the independent variable (the electronic digitization as a whole) and the dependent variable (achieving *human* distinction for developmental NGOs) indicates a positive correlation between the two variables at the 0.01 level of significance. The F-test confirms the significance of the regression model, with a selection coefficient value of 0.957. This means that electronic digitization as a whole contributes to the *human* distinction for the developmental NGOs by 95.7%. **Hence, we accept the sub-hypothesis of the study that there is a positively effective and statistically significant relationship**



between electronic digitization and achieving *human distinction* for developmental NGOs. This finding is supported by a study conducted by Mersianova (2022), which aimed to reveal the role of digitization in improving the quality of services in the public facility. The study used questionnaires to collect data on employees' view of digitization, citizens' satisfaction with services provided through digitization and interviews. The study concluded with several results, the most important of which is that digitization has a role in improving the quality of public services.

The value of correlation coefficient between the independent variable (electronic digitization as a whole) and the dependent variable (achieving *institutional distinction* as a whole for developmental NGOs) indicates a positive correlation between the two variables at the 0.01 level of significance. The F-test confirms the significance of regression model, with a selection coefficient value of 0.909. This means that electronic digitization as a whole contributes to the *institutional distinction* as a whole for developmental NGOs by 90.9%. Therefore, we accept the sub-hypothesis of the study that there is a positively effective and statistically significant relationship between electronic digitization and achieving *institutional distinction* for developmental NGOs). This finding is supported by a study conducted by Ben Yamina (2019). The study emphasizes the importance of technological development in the world of electronics.

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