

Impact of Operations and Information Management in a Banking Service Provider

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Abstract— Nowadays competition condition to improve service quality is a key strategic issue for organizations operating in the service sector. The study aims to determine the nature of the relationship of the operations and information management in group of Iraqi banks as a field of study, has reached the community of the study (422) of them were approved (151) employees sample of the study was conducted statistical analysis on questionnaire forms (151) by a number of advanced statistical programs and analyzed by smart v3 and SPSS v20. The problem of the study showed a knowledge gap about the interpretation of the nature of the relationship between the variables of the current study of the independent variable and the sense of belonging and the dependent variable balancing behaviors in the workplace. The study found a number of practical results, including that there is a relationship of direct moral impact to the sense of belonging and balance of behaviors in the workplace The results of the study can be used as attention to the psychological affiliation of workers leads to the achievement of balanced behaviors in the workplace and the interest in the psychological affiliation and promotion Will increase the opportunities for banks to achieve their objectives.

Keywords— *belonging a banking service provider operations, information management, Quality of banking services, balancing behaviors, increase the opportunities*

1. Introduction

The banking sector is the foundation and the mechanism that works to develop the society in all its aspects because it is centered around the human being, which is the axis of development, which is the supreme goal that the organizations seek It is necessary to study some of the problems experienced by the banking service provider The lack of psychological affiliation leads to a lack of balanced behaviors In the workplace, researcher [1,13], found that the problem of the study is that there is a weakness in the banks about employing the current behavioral concepts on the basis of sound scientific foundations, which can live up to their future performance This vulnerability to the crisis For in the regulatory environment that it can not be avoided at the present time The current study problem can be summarized in a major question

A sense of belonging has an impact on balancing behaviors in the workplace

2. The importance of the study

The possibility of developing the current study in the first two aspects by seeking to apply it in our national organizations and the second by adding other variables that contribute to strengthening the relationship between the variables

3. Study Objectives

The study aims to achieve a set of objectives that can be clarified through the following

Measuring the level of the relationship between the sense of belonging and balance behaviors in the workplace

Exploring the level of impact of the sense of belonging in balancing workplace behaviors

4. The hypotheses of the study

The hypotheses can be reviewed by

The main hypothesis

"There is a significant correlation between feeling of belonging in the workplace

Fifth Planned outline of the study

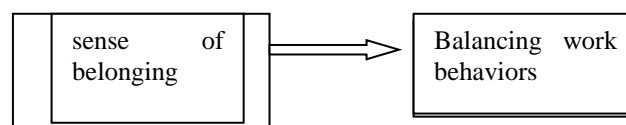


Figure 1. The hypothesis of the study

Research tools The statistical tools used in processing the data extracted from the study community in a specific manner The statistical

software SPSSv20 and SmartPLSv3 were used

5. The concept of sense of belonging

Researchers in the fields of psychology, philosophy and sociology have argued that ownership is part of human circumstances and that property-specific feelings emerge in teaching

through the early stages of life [3, 4, 10]. hypothesized that property is a multidimensional phenomenon, and that property feelings may be either objective or psychic The teacher feels that he has ownership of things, that he may feel ownership of things he does not own, and that he may This property is a metaphor for things that a person does not really own but wants inside if he or she owns it, and this property may already exist for things he already owns [5]. The idea of psychic ownership has received increasing attention from researchers as an important indicator of trends [2]. In general, there is a sense of ownership among associates in all developing and developed countries When a person feels ownership, he feels a psychological attachment to the thing owned Psychological ownership is a phenomenon related to the work environment and organizational environment, and is also an integral part of the teaching relationship with the organization and to what extent it accepts change in the organization, and psychological ownership will be the main key of the organization [6].

In psychology, philosophy and sociology, researchers have argued that belonging is part of human circumstances and that these feelings of belonging appear in the individual through the early stages of his life [4, 10]. hypothesized that property is a multidimensional phenomenon, and that property feelings may be either objective or psychological A person feels that he belongs to things He may feel that he belongs to things he does not own, and that he may be E property is a metaphor for things that a person does not really possess but wishes within himself to own, and this property may already exist for things he already owns [10]. The feeling that employees have for the organization they work in and through which the individual feels his ownership as part of his organization and which can become part of his psychological identity and self-awareness [9] are different positions that are work-related and have a unique explanatory power in the organization

The sense of belonging is one of the strongest relationships that connect the individual with the organization and the managers and employers To develop this relationship and motivate the individual to the organization and the work it is based on and good management to build the affiliation and its foundations and provide the appropriate work environment that helps in creating a sense of belonging and develop policies to develop competencies and encourage them in all material ways And that the individual's belonging to the organization means a definite success for the organization and the workers, and that all efforts are going in one direction, the path of success and that the individual feels that the organization he

works in is a home or home and feels belonging and pride as a member It is committed to this organization and its management with sincere work and achieving goals and objectives [8].

6. The concept of balancing behaviors and information management in the banks

Information technology has conquered the intellectual and practical boundaries of traditional societies and has provided a good context for the growth of thought, creativity, and business dynamism. Human efforts to optimize business affairs in all occupations and current and long-term activities without exploiting Information technology is almost impossible

The participants' perceptions of organizational capacity are expressed through a sense of reliability and belief in the efficiency of management to "navigate" successfully even through uncertainty and unforeseen circumstances It requires participants' perceptions of trust in the expertise, skill and knowledge of managerial associates to achieve the desired results effectively and achieve some expectations and the manager effectively distinguishes them from the level of trust they have before their subordinates; such relationship fosters loyalty, trust and identification between the parties concerned (manager / subordinate), general moral principles and norms based on the collective view of multiculturalism and societies constitute the social contract that every individual must observe and within the limits of this social contract, local cultures can identify Useful works, and that general ethical norms always harmonize local ethics Jones and George, Personal ethics are the criteria and values that determine how an individual views his or her responsibilities towards other individuals and groups and how they should be treated in different situations when their personal interests are threatened and that the sources of personal morality include In general, the experiences gained throughout the life of the individual through his daily details such as fellowships in social organizations such as schools and the influence of religions, all of which contribute to the development of personal standards and values applied by the person to decide what is wrong and what is right for his actions and actions Making certain decisions and that what is moral in a person may be immoral to someone else because of the different values and standards between themLi, is a pleasant rhythmic interaction of different voices, providing the basis for a comprehensive framework of ideal human existence in ancient China Repentance is considered abnormal, undesirable, and even immoral Harmony is the ultimate route, [7] as the surrounding relationship as reflected in

the influence, perception and behavior of group members who maintain diverse social and individual characteristics. Rokeach, is a major social and relational value, serving as a basic guide to human activities. Harmony is a peripheral value, so the importance it attaches to harmony is unmatched by any other major tradition in the world. Ames & Rosemont is the ideal state of the organization accomplished through the practice of various virtues (eg goodness, righteousness, rites and wisdom) and the practice of appropriate rites. The theme of harmony has been applied to different levels or units of human existence that is, within and among individuals, groups and communities [11, 12] are diverse forces, pluralism and opposition, which are the necessary components of a positive human relationship, without which harmony can be reduced to homogeneity and uniformity and thus undesirable. The harmony has comprehensive intellectual system in which individual actions are closely linked to social and contextual factors. Other

Any relationship is based on trust, where moods and emotions require the assessment of the parties involved, whether confidence-building outcomes are favorable, positive or negative as a result of accumulated experience and personal opinion about the individual concerned. Mental accounts and records of trust-related behaviors that include self and others are often retained and are a key determinant of future trust intentions. It is proposed that parties in any relationship arise on a consistent basis, by consciously or unconsciously evaluating the signs of trustworthiness expressed by the other party through behavior, speech,

behavior, and perceptions of charity [14-16]. The motivation for action is that one party believes that the other will fulfill its obligations in a particular relationship, thus making the information shared between the parties comprehensive, accurate and disciplined.

7. Topic The practical aspect of the study

Test and analyze the influence relationships of study variables

The simple and multiple regression analysis was used in the tests to identify the effect of the sense of belonging in the balancing of behaviors. It was also based on the Beta coefficient for the expected change of the independent variable (sense of belonging) in the dependent variable (the balancing of behaviors in the workplace). The results of the study were based on a significant level (005) to judge the significance of the effect. The significance level of the computation was compared with the accepted level of significance (005) and the effects were significant if the calculated level of morale was lower than the accepted moral level and vice versa. Head and seven sub-assumptions. Yat to test the relationship between the variables of the study are as follows

First The first hypothesis. This hypothesis has been reported to have a positive statistical effect relationship to the sense of belonging in balancing behaviors in the workplace. Figure (2) shows the results of the effect (Beta), and Table (1) results of the impact relationship test.

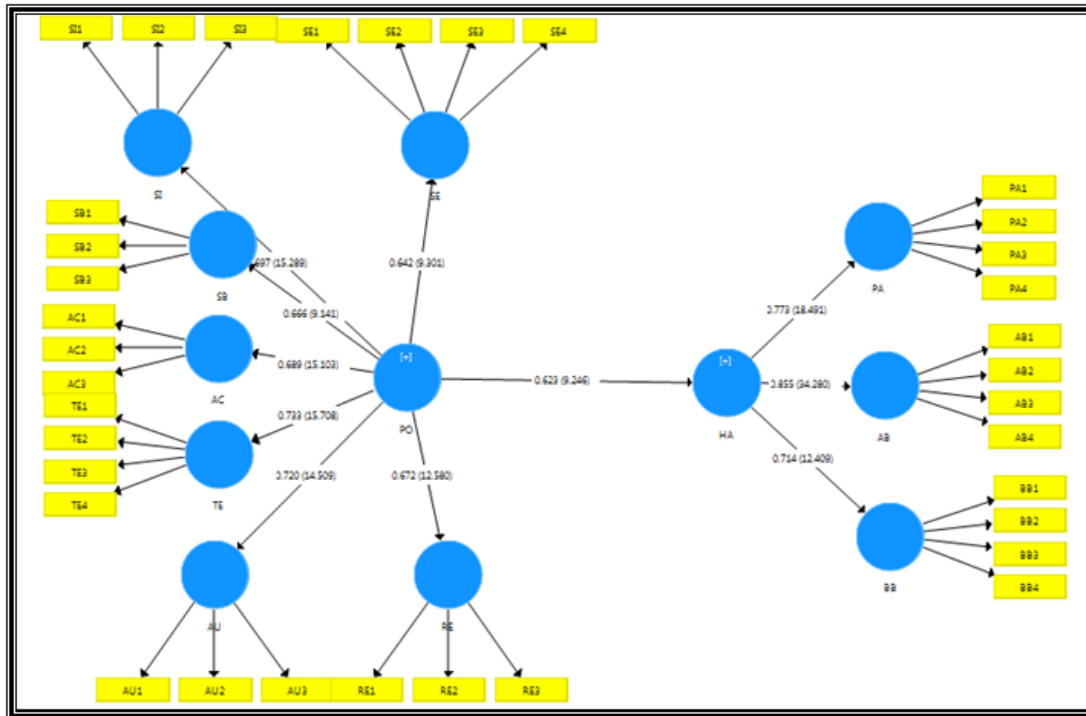


Figure 2. Effect results of sense of belonging in balancing behaviors

Table 1. Relationships affect the sense of belonging in balancing behavior in the workplace

Independent variable	Variable Factor	Effect coefficient	T value	The coefficient of determination	F value	Moral level
the sense of belonging	Balancing behaviors in the workplace	0623	9246	039	95515	0000

Source: Prepared by the researcher based on SMART PLS outputs

Figure (2) and Table (2) show that the ratio of the coefficient of selection () is good and acceptable indicating that the dimensions of the sense of belonging (40%) of the variance offset behavior in the workplace The test of the sub-hypotheses is as follows

The first sub-hypothesis The hypothesis was that there was a positive effect relationship of self-efficacy in balancing behavior According to the results of Table (2), it was found that there is an effect of self-efficacy in balancing behavior by (15%), positive and at a level of (0097) Greater than (005) assumed by the researcher, and according to these results reject this hypothesis at the level of this study

The second sub-hypothesis This hypothesis revealed that there is a positive effect relationship with a significant significance of self-identity in the balance of behaviors According to the results of Table (21) it was found that there is an effect of self-identity in the balance of behaviors by (21%), positive and at a significant level (0015) Based on these results, this hypothesis is accepted at the level of this study

8. The third sub-hypothesis

This hypothesis has revealed the existence of a positive effect relationship of significant significance in the balancing of behaviors According to the results of Table (2), it was found that there is an effect of accountability in balancing

behavior by (32%) and positive and at a moral level (0000) These results accept this hypothesis at the level of this study

The fifth sub-hypothesis This hypothesis revealed the existence of positive effect relationship of significance of correlation in the balance of behaviors, and according to the results of Table (2) it was found that the effect of correlation in the balance of behaviors by (15%) and positive and at a level of significance (0105) These results reject this hypothesis at the level of this study

The sixth sub-hypothesis This hypothesis revealed that there is a positive effect relationship of significant autonomy in the balancing of behaviors According to the results of Table (2), it was found that there is an effect of autonomy in balancing behavior by (9%) and positive and at a moral level (0329) According to these results, this hypothesis is rejected at the level of this study

The seventh sub-hypothesis This hypothesis revealed that there is a significant positive relationship of responsibility in balancing behavior According to the results of Table (2) These results accept this hypothesis at the level of this study

9. Conclusions

This section presents the main findings of the study concerning the theoretical and practical aspects as follows

Contemporary organizations have changed their current focus from the physical dimension of labor relations to their focus on the spiritual and psychological dimension feel the teachers in the banks surveyed with a high level of activity in the performance of their work, work in these banks increases their activity and enthusiasm, which indicates their feeling of balancing behaviors in the workplace they perform. There is a simple agreement on the possibility of continuing activity in the teaching until the end of the work that is performed, as it gradually loses its activity and can not continue to operate at the same pace dedication of teachers in the performance of the tasks entrusted to them, a large proportion of the sample agreed that a sense of pride and pride in the performance of their work, a good indicator indicates their love for work and then the possibility of increasing the level of harmony in it.

The role and sensitivity of financial and credit management and the provision of services that are tailored to the needs of different sectors of society are the main goals of today's policy makers in our country. Obviously, for the development of e-commerce in the country, entry into global markets

and membership in organizations such as the WTO, the existence of an efficient banking system is a fundamental requirement. To achieve these goals, addressing the efficient and advanced banking system and the issue of e-banking is inevitable.

E-Banking is one of the pillars of the country's information technology development, providing cheaper and cheaper services to the people and its impact on lowering the cost of the people and the banking system and also improving the quality of the banking system's services. Electronic banking is in line with e-government goals and one of the most important components. It is because it has a direct impact on e-commerce. In this regard, this paper examines the emergence of electronic banking and its benefits and the challenges it poses and finally assesses the level of progress in implementing this system in Iraq.

10. Recommendations

This section will review some of the recommendations that may be of use to the banks in question when they are applied in the future Some proposals related to future studies will be reviewed As it comes the departments of banks at attention to the psychological belonging of its cadres as one of the methods that enable them to increase the balance of behaviors in the workplace and through the establishment of workshops for that. The departments of banks to promote the philosophy of exchange between them and the teachers of teachers; because this will increase their sense of activity and vitality and dedication in the performance of their work.

It is the responsibility of banks to pay teachers to the harmony that affects their scientific satisfaction through the provision of happiness in work based on the data of theories of psychology and sociology. It is necessary for banks to reconsider how they think about the transactions between them and their employees, especially the sample of the study Their transactions should be based on sound exchanges that allow for the building of a strong identity that contributes to enhancing their motivation and activity to perform the work and tasks assigned to them with dedication and sincerity.

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