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Feasibility Study of Enterprise Resources Planning (ERP) Systems' Implementation

Hassan Ali Aghajani [1], Hossein Samadi [2], Mohammad Khanzadeh [3], Hamzeh Samadi [4]

Abstract: Enterprise Resources Planning (ERP) Systems are widespread software packages created to supply the information integrated development within various parts of organizations such as production, finance, and human resources. Indeed, enterprise resources planning system is a software and hardware package by which organizations are able to manage the efficiency and effectiveness of using the resources. The purpose of the present research is to study the feasibility of enterprise resources planning (ERP) systems' implementation in National Iranian Oil Petroleum Diffusion Cooperation (NIOPDC) – Sari Zone. The population of the present study includes 185 employees of National Iranian Oil Petroleum Diffusion Cooperation, Sari Zone, among which 128 employees were selected for the sample. Data is collected using a questionnaire, and analyzed by SPSS and LISREL software. The results of structural equation modeling showed that the research model has a goodness of fit, its totality is supported, and all variables explain ERP, except for motivation. Other findings signify that all variables are in an undesirable status, except for investment, skills, and process variables.

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The Effect of E-readiness on Organizational Forgetting

Seyed Yaghoub Hosseini [1], Ali Raghibzadeh [2], Amin Ghaemi [3]

Abstract: Nowadays knowledge and technology have become more important in organizations. Sometimes the organizations forget their knowledge and skills unconsciously due to information inconsistencies and sometimes they forget their knowledge and skills consciously to become more agile. Some aspects of forgetting are useful while the other aspects are harmful. Moreover information technology has made a basis for the organizations to be capable of retaining and forgetting their skills and knowledge. The purpose of this study is to investigate the role of electronic readiness in useful and harmful organizational forgetting. The study is applied in terms of purpose and is a survey in terms of data collection to test the conceptual model of the research, 109 questionnaires were distributed among the sample population (Boushehr's administrative divisions). The hypotheses were analyzed using structural equation modeling and Amos software. The results revealed the positive effect of electronic readiness on useful forgetting and the negative effect of electronic readiness on harmful forgetting.

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Investigating the Effects of Rural ICT Centers' Services Quality on Customers' Satisfaction (Case Study: Rural ICT Centers of Gillan)

Mohammad Doostar [1], Mohammadali Valipour [2], Reza Esmaeilpour [3], Mojtaba Mahmoudi [4]

Abstract: Information & communication technology (ICT) is regarded as a means to rural sustainable development in order to reduce poverty, bridge the digital divide and prevent the migration of people from rural areas to cities. To achieve these goals and to deliver governmental services and other essential services needed by rural communities, ten thousand rural ICT centers with an investment of $ 280 million has been put to use by the government. The purpose of this study is to assess the dimensions of services' quality of rural ICT centers in Guilan using Parasuraman SERVQUAL model and its Impact on satisfaction. Using a descriptive correlational research method, 384 customers of these centers were selected randomly. SERVQUAL standard questionnaire was used to measure service quality dimensions and satisfaction questionnaires were used to measure customer's satisfaction. To analyze the data, structural equation modeling was used. The results suggest that services' quality dimentions were ranked in this order: reliability, empathy, guarantee, accountability, and tangibility and satisfaction dimentions were ranked as satisfaction with personnel and total satisfaction with services. AMOS Software was used for data analysis and presenting of the results.

Key words: *ICT, Rural ICT Centers, Services Quality, Satisfaction.*

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Evaluating Authorship Collaboration Networks in the Field of Information Technology Using Social Network Techniques

Jalal Rezaeenour [1], Rezvan Lesani [2], Atefeh Zakizadeh [3], Ghadir Safamajid [4]

Abstract: Collaboration networks are the basis of development of social knowledge domains. A co-authorship network includes a set of people connected to each other because of their cooperation in publication of articles and thus create a huge graph. This study has analyzed co-authorship papers of CIVILICA, Islamic World Science Citation Center (ISC), Scientific Information Database (SID) and Science Direct during the past 10 years in the field of information technology (IT) in terms of textual and global aspects. We used Pajek software for social network analysis. We also checked collaborations between universities and industry sectors. As a result, authors and universities with the most cooperation were introduced as the main sources of knowledge sharing. Morover the rate of articles' downloaded by these authors were analyzed. In this research 901 articles with 1363 authors have been analyzed. Finally the results showed that co-authorship has an important role in creating graph, diffusing knowledge and transferring data in different business communities.

Key words: *Co-Authorship, Collaboration Networks, Information Technology, Knowledge Management, Social Network Analysis.*

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Identifying and Studying the Factors Affecting E-loyalty of Pioneer Banking Services Users (Private and Governmental Banking)

Ali Asghar Sadeghi Moghadam [1], Mohammad Norozi [2], Javad Jamshidpour [3], Ali Asghar Anvary Rostami [4]

Abstract: Highly competitive, dynamic and complex environment of banking industry and increasing growth of customers' demand has led to lots of changes in this industry. Therefore, e-loyalty has changed to a considerable subject in e-business environment to preserve customers. This study is conducted in order to identify and study the factors affecting e-loyalty of e-banking services' users. The methodology of this research is applied in terms of the objectives and is descriptive in terms of data gathering method, which is a kind of cross-sectional survey and correlational study. The results of data analysis show that the hypotheses about the effects of website quality on overall perceived satisfaction of users, and trust on customers' loyalty were not confirmed. On the other hand, positive effect of website quality on perceived services quality and trust, perceived services quality on overall perceived satisfaction and trust, and finally overall perceived satisfaction on e-loyalty were accepted.

Key words: E-Banking, E-Loyalty, E-Trust, Overall Perceived Satisfaction.

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Presenting a Hybrid ANN-MADM Method to Define Excellence Level of Iranian Petrochemical Companies

Ahmad Reza Ghasemi [1], *Ezatollah Asgharizadeh* [2]

Abstract: Defining maturity level is one of the important elements of the excellence models. This approach helps companies to assess competitive positions and help them to benchmark from best practices. One of the significant features of excellence models is defining maturity level using subjective and conventional approach. Present research is a Cross-sectional Study among Iranian petrochemical companies. In this research a heuristic approach based on revised self-organized neural network was developed to define excellence level of H3SC Model in petrochemical industries. Applying compactness and distance among clusters in categorization, beside the impact of criteria's weighting are some benefits of the proposed method compared to traditional methods. In this hybrid approach, criteria were clustered in different scenarios. Then optimum number of clusters was assessed using mean square error (MSE) and R2 criteria. The results indicate that given the current data, categorizing the studied options into two clusters is of higher mathematical validity. So the proposed method categorizes and evaluates companies participated in quality awards based on the competitive approach.

Key words: *Clustering, H3SE Excellence, MADM, Petrochemical Industry.*

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The Effect of News Websites' Design Quality on E- loyalty and Electronic Word of Mouth (e-wom) (Case Study: Allameh Tabatabaee University, Tehran)

Mohammad Reza Karimi Alavijeh [1], Sheida Ahmadi [2]

Abstract: News websites' design quality plays an important role in retention time and increasing visitors' motivation in order to maintain loyalty and e-wom. Therefore, these websites are trying to achieve this competitive advantage through improving their websites' design quality. The purpose of this research is to examine the effect of design quality of News websites on e-loyalty and e-wom. This article is applied in purpose, and is correlational descriptive-survey in terms of data collection. The population of the research includes the students of Allame Tabatabaee University who have at least once visited News websites. A sample of 374 students was selected using proportional stratified method and data was collected using a questionnaire. Finally, the hypotheses were tested using structural equation model (SEM) and SPSS, LISREL software. The results of the study indicate that websites' design quality has a direct and significant effect on visitors' pleasure and perceived quality of information and has indirect and significant effect on e-Satisfaction, e-trust, e-loyalty and e-wom.

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Designing a Maturity Model of KM Aligned with Business Strategies Using Meta Synthesis Method

Amir Manian [1], Mohammad Moosakhani [2], Ali Reza Hassanzadeh [3], Mona Jami Pour [4]

Abstract: The lack of proper evaluating mechanisms for KM initiatives has caused managers to think of investments in KM as a fad and additional cost. KM maturity models assist organizations to evaluate KM projects and adopt appropriate strategies for progress. In spite of various models and frameworks related to KM maturity, no comprehensive model has been proposed so far to integrate multiple dimensions of KM to achieve KM-Business strategic alignment. In order to design and explain a comprehensive model, all dimensions of Km maturity have been identified through systematic literature review using Meta Synthesis method. Then the importance and priority of each proposed dimension was determined using Shannon quantitative method based on content analysis. Thus, this study is innovative in terms of both results and methodology.

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Analyzing the Problems of Ayandeh Bank Branches across the Country Using Data Mining Technique

Shabnam Mohammadi [1], Somayeh Alizadeh [2]

Abstract: In order to manage problems and complaints of customers and branches, many banks in the country outsource parts of their customer relationship management to companies such as call centers. Since this important unit is managed out of the banks, analyzing the data and evaluating the performance of call centers are very important*.* On the other hand, many banks are not able to analyze and do not know how to use hidden patterns in the data. Hence, by presenting RFS model in this paper, we have tried to cluster bank branches based on R factor (recently announced problem), F (frequency or number of difficulties) and S (branches satisfaction with call center) and find the relationship between these factors and mentioned problems. Moreover, call center's ability to resolve problems of branches of each cluster can be assessed using S Factor. Branches were distributed into four optimized clusters based on their behavior pattern. Finally, the results were analyzed and the recommendations were presented to improve the performance of call centers.

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