

The role of SIS in Achieving Organizational Excellence: A study In Iraq Commercial Banks

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ABSTRACT

Strategic Information Systems (SIS) play a critical role in sustaining a company's competitive advantage, according to this study article. It also explains why it is important to know. Function in enhancing the competitive advantage of the company the operational effectiveness, the quality of information, and the innovation. In order to meet the research's objectives and to researchers devised a survey to gather primary data, and using an electronic survey form. This instrument was used to conduct the research. 15 questions were asked in the test. Members of the organization were given a copy. Managers from all levels of the organization are included in the research sample. Banking personnel in the Iraq country the total number of the number of people that participated in the survey was 102. This study's findings the results of the research showed that strategic thinking plays a crucial role the use of information technology to improve the effectiveness of business operations enhancing the information's quality and encouraging new ideas. As a result, companies were able to raise their standards of benefits in the marketplace. The systems of strategic information have companies adopting them will face serious repercussions; managers might benefit greatly and in the long term from systems of this kind, assuming they are well thought out and constructed. Another thing to note is that on the other hand, this research was done in Iraq's banking industry context. As a result, more studies in various fields and in the findings in the context of other nations; to verify and generalize them. Last but not least, the paper's greatest value is in its capacity to supply the evidence that demonstrates the importance of strategic information systems an important role in promoting and attaining the benefits of Iraq.

Keywords: Competitive advantage, strategic information systems (sis), operational efficiency

INTRODUCTION

Privatization, Globalization, tough rivalry and ever-increasing consumer demands are just a few of the issues that companies confront today in light of today's global economy. In such a situation, senior management should grasp the fact that IS/IT is more than just a tool for supporting day-to-day operations. IS/IT may have a substantial impact on an organization's long-term strategic position in both national and global markets if used correctly. Because of this, it is becoming more and more critical for managers to devise new and alternative strategies, including a shift in leadership from operational to strategic decision-making. Therefore, if companies want to stay successful and competitive, they must view Information Systems (ISs) as a tool for increasing their competitive advantages in order to outperform their rivals. As a result, Strategic Information Systems (SIS) are widely used to describe computer systems that aid in the pursuit of competitive advantages. A strategic information system is one that alters the industry's structure by radically altering the way business is done, or it may be described as an information system that helps a firm gain a competitive edge. Information systems are employed in novel ways using standard information systems [1]. Information systems (TPS, MIS, DSS, EIS, OAS, ERP) may assist a company obtain a competitive advantage, minimize a competitive disadvantage, and/or achieve other strategic organization goals [2-3]. An organization's competitive advantage may be gained or reduced by any IS that has the potential to modify objectives, processes, products, or environmental interactions to help it acquire or eliminate a competitive advantage Those are the first and fourth numbers.

Information technology (IT) is used to generate goods, services, and capabilities that provide a business a competitive edge in the global economy [2]. It has become more common for enterprises of all sizes and in a variety of industries to adopt IS or IT strategies that coincide with their business goals [1]. Improved communication and data sharing, lower operational expenses, better quality goods and services, faster information flow, more productivity, and more effective management are just a few of the benefits that may be realized by using these technologies. The capacity to alter, regulate, and monitor all business processes allows managers to speed up the decision-making process [3], [5]-[7] as a result.

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LITERATURE REVIEW

An organization's business strategy plans, or structure may be improved with the assistance of Strategic Information Systems.

Additionally, they are used in order to speed up the organization's response to environmental changes and help it gain a competitive edge over its rivals in the marketplace. Systems that are employed in new ways are known as Strategic Information Systems [1]. Strategic information systems exist primarily to aid firms in improving their processes. The IS/IT systems that underpin the company's operations are also a priority for them.

Achieving the organizations competitive or other strategic goals would be impossible without them [3]. They contribute to the achievement of strategic objectives and/or considerably boost the performance and productivity of a company [4].

According to [1] the primary purpose of SIS is to establish the explicit relationship between an organization's business plans and IS plans in order to better fulfill the goals and objectives and to give tighter management control for the essential IS/IT systems".

However, achieving a competitive edge via the effective use of information technology is a challenge. Technology, organization, and management must all work together in perfect harmony. Failure to adopt strategic information systems, despite the fact that they are capable of supporting or shaping corporate plans, has become a typical occurrence. Organizational reform and a shift in sociotechnical levels are typically required for the deployment of strategic systems. Strategic shifts are typically difficult and unpleasant to implement.

As a result, a number of efforts have been undertaken to discover prospects for building strategic systems as competitive weapons. Despite this, the majority of successful strategic information system implementations have been done in the past, and the majority of businesses lack a clear strategy for implementing such systems. This raises the issue of how much information systems managers know about strategic systems development.

According to Laudon, not all strategic information systems are lucrative; they might be costly to establish and quickly replicated by other organizations, so that strategic value is not always durable. To be effective, a corporate future information system must be based on its unique advantages. Strategic information systems can only help a business acquire a long-term competitive edge if it also has other resources. This includes 1) a well-developed and adaptable information technology platform or database; and 2) constant investment in order to sustain the benefits.

The creation and deployment of strategic information systems inside the organization should begin with the execution of the criteria and activities listed in this section.

CONSIDERATIONS IN WHICH SIS PLAYS A ROLE IN REACHING CA

Having a clear understanding of the strategic IT benefits that might be gained is essential for enterprises. Understanding the demands of the stakeholders and designing strategies for IS to efficiently use the resources available (or that may be gained) are other important aspects of this approach. This, in turn, will lead to an improvement in the long-term success of the company. The competitive advantage is also at the foundation of an organization's success or failure, as several researches proved [4]. For Ketchen and colleagues the competitive advantage is the ability of a business to establish itself as a viable alternative to its rivals by making strategic management choices based on well-established tactics that set it apart from the competition.

OPERATIONAL EFFICIENCY

Per the research, operational efficiency refers to the efficient use of people and material resources to boost production minimize costs and maximize profits. It is. Additionally, it displays an organization's capacity to provide goods or services to its clients in the most cost-effective way while still assuring the high quality of its products and services. Additionally, it implies increasing output while using fewer resources, or keeping output at the same level while utilizing fewer resources. The company's revenue growth and the accomplishment of competitive advantages depend heavily on increasing or enhancing operational efficiency.

QUALITY OF INFORMATION

It has been found that in the literature review, information quality is defined as the quality of outputs that information systems create, such as reports or web displays. In order to improve the systems' quality, enterprises should prioritize ensuring the dependability of data [12]. As a result, high-quality systems lead to high-quality data and services provided to users. High-quality information and services assist firms manage their business operations, boost decision-making efficiency, improve organizational performance and execute their duties more efficiently and effectively [13] As a consequence of the increased maintenance and disruption caused by ISs that do not meet the demands of users, the organization will have to pay more for their services overall.

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Furthermore, the processing of information systems is comparable to that of industrial companies. Firms lose business when their products (information) are not supplied on time and do not meet the expectations of its customers or users. If a company does not meet these requirements, it will lose business. Traditionally, a company's ability to generate an advantage via the quality of its information has been seen as a critical strategic component. It also aids enterprises in improving the quality of their services and products. As a result, it is impossible for companies to evaluate the current state of organizational performance and track their progress.

REVIEW CONCEPTUAL MODELS AND THEORIES IN THE STUDY

It is recommended that the conceptual model be developed based on the findings of prior studies that are closely connected to the current investigation. For the purposes of determining and evaluating alternative viewpoints as well as gathering and analyzing relevant data, this model will be used.

It will also serve as a guide for empirical data gathering and analysis, as well as a full review of utilizing the strategic information system as a competitive advantage tool, notably in the Iraq banking sector. The independent variable, Strategic Information Systems (SIS), is shown in Figure 1 of the conceptual model for this study. On the chart, we can see that CA is defined as operational efficiency, information quality and innovation as the dependent variables of this research.

H1: There is a positive association between the role of Strategic Information Systems (SIS) and Competitive Advantage (CA).

H1a: There is a correlation between operational efficiency and the use of Strategic Information Systems (SIS).

H1b: Strategic Information Systems (SIS) have a favorable influence in information quality.

H1c: A link has been found between the importance of Strategic Information Systems (SIS) and the ability to invent new products.

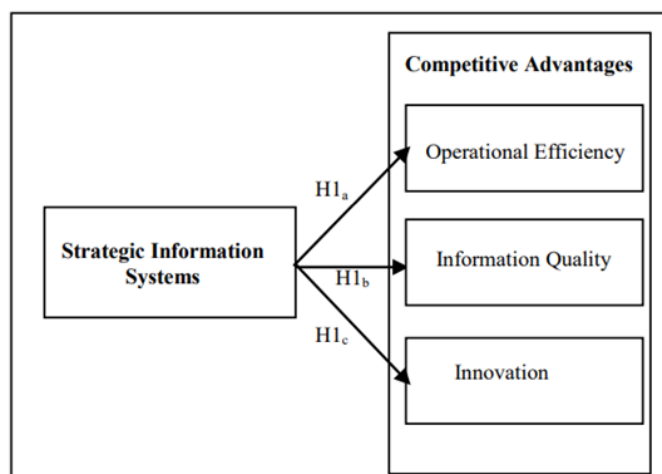


Table 1: Proposed model in this study

DESIGN AND METHOD

The study's target group was the senior management and workers of all Iraq, n banks, regardless of their size or location. Because the Iraq banking industry depends so heavily on information technologies, researchers decided to focus their study on this sector.

Because of this, assessing SIS's impact on the industry is critical. Because each population member had an equal chance of being picked, random sampling was utilized as a sampling strategy.

DATA COLLECTION PROCEDURE

The researchers constructed a survey, in the form of an electronic questionnaire, in order to gather primary data for this empirical study as well as to test and validate the research model and hypotheses. In this electronic form, a sequence of questions are sent to the responder and are meant to extract particular information. As a low-cost and quick way to get a big quantity of data from a large number of Bank workers, this data gathering strategy was deemed acceptable. Surveys are a common method for collecting quantitative data, as well.

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This research used a 15-question survey instrument that was broken into five sections. The first section of the survey asked about the respondents' demographics (e.g. gender, age, educational level, etc.). Other sections contained questions about the attaining Competitive Advantage and role of Strategic Information Systems (SIS) in supporting.

DATA ANALYSIS STEPS

For the data, analysis process to be successful, researchers must be able to answer the study questions and hypotheses they have set out to investigate. Davis outlined four key phases for doing data analysis, which are as follows:

Preparation of the data for analysis is the first step in the process of selecting an analytical instrument.

Step 1: Choosing a tool for analysis

Step 2: Getting the data ready for analysis

Step 3: determining which statistical approaches to use

Step 4: Finally, the analytical findings are presented.

The researchers in this study used these four methods to analyze the data. The collected data was analyzed using SPSS version (24) of the Statistical Packages for the Social Sciences. However, the raw data was prepped and cleansed before analysis to guarantee it was free of missing values or outliers once the analytical program was chosen. The SPSS was used to encode the data, and an inspection was conducted to clean the data. There were no missing data in this research, thus the following step was taken immediately. The following statistical approaches were employed and utilized in order to achieve the objectives of this research and support the findings:

Tests for reliability and validity include Cornbrash's alpha coefficient and Spearman correlation analysis; frequency tables, measures of mean and measures of dispersion indicate respondents' levels of agreement or disagreement; hypotheses are tested using Pearson correlation analysis, which examines the bivariate relationships between measured and latent variables.

MEASUREMENT TOOLS

A five-point Likert scale was employed in this study to measure the degree of agreement or disagreement with the past fifteen items, which varied from strongly agree (scoring as 5) to strongly disagree (ranked as 1). (Scored as 1). Specifically, the interval (mane range) employed here is roughly 0.80, or 4/5. A five-scale Likert scale has been used to determine the distances between the four points. A five-scale Likert scale has been used to determine the distances between the four points.

Table 1: Scale and guideline intervals for evaluation and interpretation of LIKERT data

INTERPRETATION BY WORDS	SCALE	THE MEDIAN AND MEDIAN VALUES ARE
DISAGREED TO THE CORE	1	1.00 – 1.77
DISAGREE	2	1.79 – 2.57
NEUTRAL	3	2.58 – 3.35
AGREE	4	3.36 – 4.15
TOTALLY CONCUR	5	4.15-5.20

THE ANALYSIS AND RESULTS OF THE INFORMATION

DATA ON A PERSON'S DEMOGRAPHICS

Table 2 shows the demographic profile of the respondents, which includes the frequency and percentage of demographic features of those surveyed.

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Table 2: Main Characteristics of The Sample in The Study

Research on the Influence of Demographic Change	Category	Frequency	Percentage
Gender	Male	88	59.5%
	Female	64	43.4%
Age	Less than 25	14	7.9%
	25 to 35	45	28.6%
	36 to 46	54	34.8%
	More than 46	42	26.9%
Indicators of educational attainment	More than a diploma	1	1%
	A bachelor's degree.	77	54.1%
	More than a bachelor's degree	73	47.7%
Status in the Workforce	Region's Chief Executive Officer	3	2
	Managing Director	13	8.4%
	Manager of a Branch	17	11.9%
	Operations Vice-President	19	12.8%
	The department head	25	16.6%
	Employee	2	1.0%
	Others	31	20.9%

A total of 147 people took part in the research, resulting in 147 unique pieces of information. The first question showed a male preponderance of samples (578.8% vs. 422.2%). In addition, 35.4% of the participants were aged 36 to 46. 51.1 percent of those polled had a bachelor's degree, while 48.9 percent had a master's or higher degree. There were 44.2 percent of replies that came from workers. About a third of those surveyed reported having between three and six years of experience in the role.

TESTING FOR RELIABILITY

What does reliability mean? It means that if you do a research again, it is likely that the same findings will be produced. Using Cornbrash's alpha coefficient, the reliability of this research was determined. For examining the internal consistency of the data post-gathering, what is the most typical indication used? [41]-[43]. The range of this coefficient was from 0 to 1. There are four indications that Hinton et al. recommend as a degree of internal dependability [44]. (See Table 3). Cornbrash's alpha tends to be more trustworthy and acceptable when it is closer to 1.0 than when it is farther away [43], [45], [46]. A value of 0.7 or above is acceptable according to this suggestion for Cornbrash's coefficient alpha.

Table 3: Reliability Level Within The System

Range	Accuracy Outcome
0.85 and above	Reliability is top notch
0.75 - 0.95	Reliability of High Order
0.55– 0.75	Reliability is high to medium
0.55 and below	Reliability is low

The Cornbrash's alpha of the 15-items in this research was 0.953, which indicates that the values above the minimal requirement of suggested level and resulted in excellent-range ratings (see Table 4).

Table 4: Alpha of Cronbach's 15-Item Collector

Quantity Counted	Reliability	Accuracy Outcome
14	0.879	Reliability is top notch.

Table 5: Alpha of The Four Measurement Dimensions In Cronbach's Works

Accuracy in Dimensional Measurement	Quantity Counted	Reliability	Result
SIS	7	0.764	High
Efficiency in the Workplace	4	0.728	High
Quality of information	4	0.715	High
Innovation	4	0.738	High

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RELIABILITY CHECK

As a result, the researchers performed a reliability analysis by categorizing things into the five dimensions they developed from the study's conceptual model. It is clear from the wide range of Cornbrash's alpha values that all of these measuring dimensions have larger alpha values than the minimum required threshold, resulting in high-range scores (see Table 5). A sufficient amount of internal consistency was found in Quantitative research's validity refers to the extent to which the survey accurately measures what it claims to measure. Furthermore, it assesses the veracity of the study results [47]. A construct-validity test is the sort of validity test used in this investigation. Correlation analysis using Spearman's rho coefficient helps to demonstrate the construct validity of a study's data. This strategy examines the connections between the individual items and the general size of the dimension to which they belonged. As seen in Table 6, the validity levels are interpreted as follows. As a rule of thumb, the closer the correlation coefficients are to 1.0, the better the scale is in measuring its intended notion [48, 49]. Table 7 illustrates the Spearman's rho correlation coefficient and the study instrument's validity outcomes. This study's reliability measurement.

An adequate amount of internal consistency was found by measuring validity using Spearman's rho correlation. The findings showed that the survey was a reliable instrument for gathering data.

Table 6: Reliability Level Within The System

Range	Authenticity Check
0.95 and above	Exceptionally High Degree of Validity
0.75 - 0.95	Very Good Reliability
0.55 – 0.75	Validity in a Wide Range of Situations
0.55 and below	High Probability of Irrelevance

Table 7: Validity May Be Determined Using Spearman's Rho Correlation Variables.

Item No.	Validity	Authenticity Check
The Secret Intelligence Service (Independent Variable)		
1	0.746	Very Good Reliability
2	0.724	Very Good Reliability
3	0.678	Very Good Reliability
4	0.768	Very Good Reliability
5	0.679	Very Good Reliability
6	0.790	Very Good Reliability
Efficiency in the Workplace (OE)		
7	0.779	Very Good Reliability
8	0.780	Very Good Reliability
9	0.767	Very Good Reliability
The Quality of the Data (IQ)		
10	0.759	Very Good Reliability
11	0.778	Very Good Reliability
12	0.754	Very Good Reliability
inventing new ways of doing things (INN)		
13	0.781	Very Good Reliability
14	0.739	Very Good Reliability
15	0.781	Very Good Reliability
CA is an acronym (Dependent Variable)		
IQ	0.863	Very Good Reliability
INN	0.833	Very Good Reliability
OE	0.827	Very Good Reliability

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STATISTICAL ANALYSIS

Data are transformed into meaningful information via the use of descriptive statistics [50], which turn raw data into meaningful knowledge.

Tables 8 to 12 give descriptive data for all items associated with the study's five measurement dimensions. The percentage, frequency distribution, mean, and standard deviation of the scores are shown in the following tables. A 5-Likert scale explanation shows how satisfied respondents are with various aspects of each item and dimension (see Table 1).

As shown in Table 8, the average weighted mean of the first measurement dimension is 4.11. These results are comparable to a five-scale Likert agreement, indicating that respondents believe that strategic information systems have a significant impact on an organization's ability to accomplish its missions more effectively.

Table 9 shows that the average weighted mean of CA's first dimension is equivalent to 4.18 on average. Strategic information systems have a vital role in boosting and strengthening the operational efficiency of the work done by the respondents' firms, according to a five-point Likert scale. A competitive edge may be maintained and even increased as a result of this development. This research concludes that H1a is correct, which indicates that strategic information systems have a beneficial impact on operational efficiency.

This is the average weighted mean of the second dimension of CA, according to the study in Table 10. Strategic information systems are regarded to have a vital role in growing and strengthening the quality of information inside a business, as shown by the respondents' five-scale Likert response of "strongly agree." A competitive edge may be maintained and even increased as a result of this development. This research says that the H1b hypothesis is correct, which states that the function of strategic information systems and information quality are linked.

Table 8: This Study's Independent Variable (Sis) Is Described Statistically In The Next Section.

The underlying factor (SIS)		1	2	3	4	5	Total	Mean	S.D	Result
Is dedicated to establishing the essential strategies for its programs, activities, and initiatives connected to the IS	Frequency	4	5	14	95	38	156	4.12	0.73	Agree
	Percentage	3.6%	5.8%	9 %	51.8%	29.8%	100%			
Bank of America is eager to match IS's goals and strategic intentions with its own.	Frequency	2	3	22	74	55	156	5.09	0.67	Agree
	Percentage	10.4%	8%	11.1%	41%	29.6%	100%			
The Bank's top management is dedicated to establishing and evaluating the strategic plans of IS to identify the required modifications.	Frequency	4	5	12	79	56	156	3.27	0.67	Agree
	Percentage	1.8%	2.9%	20%	47%	28.3%	100%			
Our staff is actively engaged in the development and enhancement of IS.	Frequency	5	9	13	59	70	156	3.90	0.69	Agree
	Percentage	3.8%	4.5%	9.6%	39.4%	42.7%	100%			
Strategic information system planning is given enough funding.	Frequency	3	5	17	67	64	156	3.75	0.79	Agree
	Percentage	2.3%	3.8%	11.9%	59.4%	22.6%	100%			
The Bank's SIS is a critical source for supporting the Bank's decision-making processes.	Frequency	2	7	16	59	72	156	3.69	0.78	Agree
	Percentage	1%	5%	11.5%	45.7%	36.8%	100%			
Weighted Average of the Means								3.78	0.56	Agree

Table 9: For The First Dimension, Descriptive Statistics Are Used (Operational Efficiency)

The underlying factor (SIS) Inches One (Operational Efficiency)		1	2	3	4	5	Total	Mean	S.D	Result
By using ISs, banks may better coordinate and integrate their many activities and departments	Frequency	2	8	14	87	45	156	3.59	0.74	Agree
	Percentage	1%	5%	9.2%	60.8%	24%	100%			
The bank's IT systems assist improve operational efficiency and productivity	Frequency	2	8	16	69	61	156	3.59	0.79	Agree
	Percentage	1%	5%	12.3%	47.7%	35%	100%			
Accordingly, the Bank's Information Systems can keep up with the ever-increasing volume and variety in different activities by providing information to all units	Frequency	2	6	10	68	70	156	3.65	0.67	Strongly Agree
	Percentage	1%	4.3%	7.2%	46.5%	41%	100%			
Weighted Average of the Means								3.87	0.68	Agree

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Table 10: Second-Dimensional Descriptive Statistics (Information Quality)

A second dimension (Information Quality)		1	2	3	4	5	Total	Mean	S.D	Result
Because of the present Bank structure, information may be exchanged quickly and effectively.	Frequency	2	9	10	70	75	156	3.79	0.79	Strongly Agree
	Percentage	1%	6.3%	9.7%	47%	36%	100%			
It is straightforward to connect administrative divisions in the bank using the information systems that are in use.	Frequency	2	9	10	75	60	156	3.80	0.75	Strongly Agree
	Percentage	1%	6.3%	9.7%	50%	33%	100%			
The bank's integrated information base enables all administrative divisions to keep up with developments in the surrounding environment	Frequency	2	3	13	67	71	156	3.70	0.68	Strongly Agree
	Percentage	1%	2.3%	8.4%	50.6%	37.7%	100%			
Weighted Average of the Means								3.79	0.59	Strongly Agree

Table 11. Third-Dimensional Descriptive Stats (Innovation)

DIMENSION THREE (INNOVATION)		1	2	3	4	5	TOTAL	MEAN	S.D	RESULT
THE ISS EMPLOYED BY THE BANK ASSIST TO OPEN DOORS FOR NEW IDEAS AND PROJECTS.	Frequency	2	4	14	68	68	156	3.78	0.68	Strongly Agree
	Percentage	1%	3%	9.6%	45.3%	41.1%	100%			
TO BETTER MEET THE DEMANDS OF CUSTOMERS, BANKS RELY ON IS TO EXPEDITE AND DIVERSIFY THE PROVISION OF SERVICES.	Frequency	2	5	12	80	57	156	3.58	0.67	Strongly Agree
	Percentage	1%	3.5%	8.2%	47.7%	39.6%	100%			
RESEARCH AND DEVELOPMENT IN BANK IS MADE EASIER BY THE USAGE OF INFORMATION SYSTEMS (IS).	Frequency	2	7	12	70	65	156	3.62	0.74	Strongly Agree
	Percentage	1%	5.2%	6.4%	39.7%	47.7%	100%			
WEIGHTED AVERAGE OF THE MEANS								3.62	0.73	Strongly Agree

DISCUSSION

The literature analysis and the study's findings show that strategic information systems are becoming more popular in today's business world. This rise is a result of greater competitiveness, which has prompted many businesses to implement information systems that have a strategic influence. Iraq Strategic information systems are seen by respondents as instruments for gathering data and providing information to assist strategic decision-making in order to reach better levels of competitive advantage. Statistically, this study's correlation and regression findings show a strong and positive association between SIS's function and the outcomes of the experiment. Iraq banking sector authorities should play a key role in guiding and encouraging senior management to utilize strategic information systems to improve their knowledge, abilities, and experience in this area.

To conclude, the information systems used by the Iraq banking industry are regarded as strategic information systems. It has played an important role in increasing information quality, operational efficiency, and innovation, all of which are important competitive advantages. As a result, the research's hypotheses may be considered valid.

IMPLICATIONS IN PRACTICE

The literature analysis of strategic information systems has highlighted the fact that firms who implement SIS projects will profit from the competitive advantages they will acquire, which will push other competitors to adopt one or more of these strategic systems as well. Empirically, this study found that if firms build SIS initiatives, managers may gain a significant competitive advantage, such as increased operational efficiency, improved information quality, and encouraged innovation; but only if these projects are thoroughly studied and developed. The creation of SIS initiatives might then expand throughout all Iraq organizations as a result of this technique. In addition, the most important practical takeaway from this study's findings is:

Without an understanding of the significant challenges of developing strategic information systems, as well as the fact that the strategic impact is not always realized, even when the systems are strategically aligned and the IT implementation is a success [18], the full potential of strategic information systems is unlikely to be realized. As a result, greater emphasis should be placed on developing strategies based on the organization's unique capabilities, which will help to mitigate the negative effects of these difficulties while also achieving long-term competitive advantages.

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RESEARCH LIMITATIONS AND RESEARCH IN THE FUTURE

Because this research was done in the banking industry in Iraq, it's difficult to say if the suggested conceptual model is relevant in other industries or countries. This is due to a number of factors, including a paucity of studies in other fields that validate the findings, as well as significant cultural, value, belief, standard, and knowledge disparities across nations. Re-studying in different industries or countries can assist to confirm and generalize the findings. This work, on the other hand, raises intriguing possibilities for future SIS research, which should be researched and explored further. There are also some suggested directions that might be pursued. These are:

- More extensive studies should be considered by future researchers to determine the key effects of strategic information systems as a tool to gain competitive advantages in the public sector, where assessing competitive advantages is challenging.
- Future academics should investigate doing more complete investigations to discover the primary effects of strategic information systems as a strategy for achieving competitive advantages in electronic industries such as e-government and e-commerce.

This might entail looking into additional aspects than those suggested in the study's conceptual model.

CONCLUSION

The researchers came up with a list of suggestions based on the study's results, which emphasize the significance of organizations in general, and the Iraq banking industry in particular, activating the role of strategic information systems. Organizations must be interested in SIS, according to the experts, since it has an influence on their continuity, development, and survival in a competitive environment. The researchers also stressed that businesses should concentrate on using SIS to increase operational efficiency and improve data quality at the lowest cost and in the shortest period possible in order to gain competitive advantages. Furthermore, the researchers stressed the need of building specialized administrative units in strategic information systems that are entrusted with larger and more extensive tasks than Management Information Systems departments (MIS). According to the study, businesses should enroll their employees in training courses to 1) improve their abilities and experience, 2) prepare them to cope with rapidly evolving strategic information systems, and 3) prepare them to fulfill new job needs. The experts also highly advise that firms continue to focus on the aspects that might help them create, develop, and preserve competitive advantages via the use of strategic information systems. Especially because today's businesses compete in a global market.

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