The Cultural reality of human resources and its relationship to digitization

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Abstract

   The cultural values of human resources are among the most important factors on which the success and continuity of any form of development in the institution depends. The efficiency of institutions depends on the activation and investment of all their resources, in particular the human resources that control the rest of the resources, their direction and the way in which they are used. Therefore, the need for independent management of human resources has emerged. The cultural dimension, which is the sum of the common values that form the symbolic link between all elements of the organization, is a socio-cultural field where an organizational culture emerges and working groups are formed in harmony and effective with the organizational loyalty of the active individuals, and here it is clear that there is no organization without its human elements and energies.

Technological development in the world of e-digitization of human resources in various organizations has become imperative and necessary. This is because of the nature of rapid and successive changes in human resources management in today's times. ICT encourages the establishment of "diverse polar networks", and organizational culture derives its characteristics from those of social culture, in which social culture and organizational culture share.

Keywords : Cultural reality, human resources, digitization, organizational culture.

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I- Introduction :

Modern approaches to cultural diversity and its realities in managing individuals in its modern form are not modern but the result of a range of interrelated developments and changes which contributed to the emergence of the need for the management of specialized personnel that contribute to the management and organization of the Organization's actors and personnel in order to achieve harmony for individuals and work to provide the best mechanisms for the efficient management of active and living human capacities and enable the productivity of workers and the achievement of human well-being at all levels and fields.

Through the historical evolution of human resources management, moving from the concept of people's functioning as productive forces to the larger concept of human resources as an important link in institutions, many institutions find them to lack financial resources and material means but are disrupted as a result of neglect of human resource.

The efficiency of the institutions depends on the activation and investment of their entire resources, in particular the human resources that control the rest of the resources and their direction and the way in which they are used, and thus the need for independent management of human resources arises.

The cultural values of human resources and other elements of organizational culture are among the most important factors on which the success and continuation of any form of development in the institution depends.

Human resources management is the beating heart of modern management because it carries out functions and functions that strengthen its place in the organization's organizational structure and do organizational culture within it, making it a means of survival and sustainability in activity and success.

II. Conceptual framework for human resources and culture:

There are many definitions of human resources within the institution according to their specialization, formative and theoretical background and concepts and the directions of specialists. The management of individuals aims to create a stable and effective workforce, i.e. an understanding group of employees and workers able and willing to work.

Some definitions of human resources can be found as follows:
-First definition:
People management can be defined as "the administrative activity of identifying the Organization's workforce needs and providing them with specific preparation and competencies and coordinating the utilization of human wealth as efficiently as possible". (Mustafa Najib Chaouch, 1996)

It is the department that believes that individuals working at various levels or in the activities of the institution are the most important resources. It is its duty to endeavour to provide them with all means to carry out their work for their own benefit and to monitor and continuously supervise them to ensure their success and the success of the public.

-Second definition:
The People's Department studied policies relating to the selection, recruitment, training and treatment of individuals at all levels, and worked to organize the workforce within the enterprise, increase its confidence in the fairness of the administration and create a collaborative spirit between them, to reach its highest productive capacities. (Hassan Zwelf) Human resources management is a series of decisions on functional relationships that affect the effectiveness of the Organization and its personnel:

-Third definition:
The concept of people management is defined as the science that leads to the acquisition of the individuals needed to perform business and work to preserve them.

Franrach defines human resources management as the process of selecting, using, developing and compensating the organization's human resources.

Human Resources is "a set of programmes and functions, and activities designed to maximize both the objectives of the modern terms of the individual and the Organization (Mohammed Hassan's, 2018)

-Fourth definition:
People management is defined as having the best possible access to individuals for the enterprise, caring for them and wanting to stay within the organization and giving everything possible to their work

(Mustafa Najib Shaouche, 1996) Filippo defines human resources management as planning, organizing, directing and monitoring aspects related to obtaining, developing, compensating and maintaining individuals for the purpose of achieving the enterprise's objectives. (Mehdi Hassan Zwelf, 1994).

Organizational culture:

The world defined Gibson as "meaning something similar to the culture of society. The culture of the organization consists of values, beliefs, perceptions, assumptions, norms, norms and objects of man, common behavioural patterns. The culture of the organization is its personality and climate. The organization's culture defines appropriate behaviour and connections and motivates individuals. "(Hussein Harem, 2003).

We can define organizational culture as a set of values, assumptions, beliefs and perceptions in which workers share the enterprise, and as a framework that guides their behaviour and relationships with one another and with others.

Cultural Identity:

It is an integral part of culture. It is a transmitter of culture and expressed. It is "a set of cognitive accumulations, whether of religion or traditions that have been lived and raised by man since his time and have been essential in its composition and become of its character and nature.

It consists of:

Religion: the spiritual aspect of the worker within the institution.

Society: the social aspect of the individual's exit.

Home: the natural affiliation of the geographical area that determines the affiliation of this individual.
"

Human resources:

Human resources management is also defined as the organization's set of rules and procedures s human component, where they plan the workforce and oversee recruitment and testing processes, Polarization, training, quantification and quality of workers. It also searches for qualified tyres of labour in order to put the right man in the right place and to achieve the success and production required by individuals and the enterprise. (Hassan Ibrahim Balut, 2002).

Human resources are defined as "any personnel programme or system".

"It is a set of functions and activities that use human resources in a way that is unbiased and effective for the benefit of the organization, the individual and the community in a particular organization and society "(Abdelhamid Hebron, 2018).

We can come up with the definition of HRM: HRM is meant to be that department that is competent to manage people in all respects in the enterprise. This is in order to put the right individual in the right place in order to achieve the objectives of the institution, and to take advantage of the potential of the human resource while providing all that this living and productive energy of wealth needs.

III. Human Resource Value Format:

The human resource is the most important resource in the institution. In modern times, organizations have become very important because they play a significant role in raising their effectiveness and achieving their rightful goals. Hence the urgent need to learn about the cultural characteristics, the social characteristics of the worker and his study in his social surroundings in order to understand and stimulate him and his management. It has become necessary to explore new methods of governance, based on the values, culture and realities of a society's pension. (Boufljah Gyatt, 2015)

Influencing the cultural and social aspect is primarily the Department's task, which makes this topic more linked to the management aspect of the Organization The human component is one of the Organization's most important resources. Its values can be increased by investing in the development of its skills and practical capabilities by examining the behaviour of workers and individuals in organizations and what cultural mechanisms can be regulated and directed according to specific criteria and by identifying the needs, goals and expectations of individuals working. The study of conduct in organizations is not limited to an individual's behaviour but includes the study of such behaviour when interacting with different working groups because the behaviour varies its pattern from the individual to the group.

Ben Issa considers that the reliance on culture exempts the organization from relying on bureaucratic forms based on the formal distribution of roles and division of responsibilities in order to frame individual

and collective behaviors to achieve common objectives, believing that formal and legal frameworks are capable of ensuring the effective functioning of the organization, but field evidence proves that bureaucratic management is unable to achieve external adaptation and internal integration. (Ben Issa Mohamed Al Mahdi, 2003)

Values must be a conviction not only of an individual, but of a common conviction for the most part if we do not say to all members of the organization so that there is adherence and control in their actions and behaviour or in what they consider to be a duty or what they do not consider to be s human group or social construction based on the production of this kind of shared value that guides behaviours and efforts or directs them towards achieving the common goal.

Change was a necessary and necessary process for all organizations. Without change and development, those organizations' movements would cease, while the general environment would move quickly in the opposite direction. The organizational change here is not meant by those sudden surges that occur in certain circumstances. in line with the Organization's potential within its dominant objectives and its living energy represented in its human resource and in keeping with digital modernization ", whether social, economic or political, but rather planned on scientific grounds change is not an end in itself, but rather a means of reaching the best results. (Ben Issa Mohamed Al Mahdi, 2003)

Organizations strive to achieve certain goals through available human resources and through integrated management functions to manage these resources. However, the modern management of human resources is no longer limited to the legal functioning of the institution, but rather to the cultural management of human resources, which is based on the organization's examination as a subsystem within the overall structure of society. Organizing is the most important pillar of any activity. This organization is based on the scientific and organizational basis. The nature of the organization prevailing in the enterprise helps to understand and explain workers' performance and the values they hold, such as perseverance in the performance of their functions, disciplined and orderly conduct, and knowledge of their familiarity with the organization prevailing in their organization.

Institutional culture:

The Foundation's culture in the organic relationship includes all organizational actions from a theoretical point of view. The elements of culture in our national institutions and the development of today's industrialized societies are mainly due to harmony in the process of the elements of local culture. Each organization is printed with the socio-cultural characteristics of its society. The nomenclature varies from the culture of the institution and the culture of the institution (Mohammed Bashir, 2007)

Culture at - San Solio: The process of upholding and creating past cultural values when it comes to the identity of individuals and their words: The actor enjoys a cultural past, with acquired customs of uniformity and perception, but the social space in which a present risks is subject to recognition....... In the context of awareness of the gap in working life, we can determine the important determination of cultural values.

Rono San Solio also believes that the Foundation is not merely legal texts and norms, nor are formal models and structures. It also consists of complex and indigenous cultural and social ties. The Foundation has its own history, which social actors have created in response to internal and external problems.

The cultural reality of the human community
Each human group is a stand-alone entity whose culture is born of educational relations among the members of the community and which has developed models of assumptions and agreed on their validity. All problems encounter harmony and internal discipline. Organizational culture has two fundamental functions: internal integration and external adaptation. Integration and coping mechanisms are collective, not individual, of the need for the community's survival and continuity. Organizational culture is the basis of social culture.

IV. The objectives of human resources management and its operationalization in the organization:

In order for any organization to survive, a number of resources, including material resources, are needed. knowledge and information resources, human resources, financial resources, all these resources are important and the Organization needs to pay attention to them, However, the most important of these

resources is the human resource to perform the work or function in full effectiveness and on thoughtful scientific grounds and modern practical ways, so that these human resources can function efficiently and affect overall performance as a whole positively and effectively.

Human resources are one of the Foundation's most important resources and investment beyond investment in any other resource, as they have become necessary to help the enterprise to achieve well-being, sustainability and survival.

The objective is an outcome to be reached with a high level of accuracy and efficiency. The objectives of human resources management are as follows:
- The formation of a professionally stable and productive workforce (promotion of organizational loyalty).
- Developing the workforce and improving its efficiency at all levels.
- Maintaining the workforce and maintaining its occupational safety and all working conditions, to increase performance.
- Compensating members of the workforce for their efforts physically and morally and creating a sufficient degree of satisfaction and demand for work.
- Maintaining an efficient trained workforce and qualifying its continued contribution to the success of the organization's objectives.

Two ways to achieve these goals can be envisaged:

The first method: that the objectives are realized by accident, that is, because of variables in which we do not enter.

The second method is to achieve the goals by working hard, thinking well and investing the available capacities and possibilities. (Ali al-Salami, 1985)

The human resources of an organization: "The use of public force within the enterprise includes public power planning, selection and recruitment, performance appraisal, training and development, salaries and the provision of social and health services. (Salah Abdelbaki, 2005)

The human resources of an organization are: "The operational functions of human resources management include organizational planning and job analysis, workforce planning and division of labour performance, selection and recruitment, training, administrative development, salary and wage management, health and social services.

Human resources management may be a key pillar in most organizations, aiming at strengthening an individual's organizational capacity and enabling companies to attract and qualify the necessary competencies capable of coping with current and future challenges. Human resources can contribute strongly to the achievement of enterprises' goals and profits. In short, human resources management means the optimal use of the available and expected human component. The efficiency, capabilities, expertise and enthusiasm of this human component for action hinges on the Organization's efficiency and success in achieving its objectives. Since the variables surrounding the human element have a modest impact on its positivity in the work, which negatively affects the achievements of that creature, which has honored God in many times, the role of the human element has to be activated by increasing its skills and developing its competencies in a traditional disadvantaged way, where it increases talent and imagination.

Intellectual creativity and behavioral regulation, which will later be reflected in the performance of the work in a positive manner, has therefore demonstrated the need to treat individuals as resources rather than as agents of production.

Human resources are defined as groups of individuals involved in the formulation of the goals, policies, activities and work of these institutions.

Human development as a core resource in the institution:

Human development is the development of the human being, whose real capital is an ultimate and absolute objective and purpose, in the framework of providing and satisfying all his material and material needs and providing conditions and a societal atmosphere that achieve a degree of enjoyment of his human rights.

There is a fundamental difference between economic development and human development, since the concept of human resources development considers human beings to be an integral part of economic development. Just as capital increases through investment, human resources increase through investment and human development by providing nutrition, education and health. Human development is "an expansion of people's choices, these choices can be absolute and can change over time, but the three basic choices, at all levels of human development, are that people live long and healthy lives, acquire knowledge and have the resources to a decent standard of living. But human development does not end. Additional options range from political, economic and social freedom to opportunities for creation, production and personal self-respect and human rights "(Huda Rizk, 2008)

The concept of human development emerged after economic growth issues were limited to the form of capital and its investments and having focused attention on the human person as an economic resource only to be expected to enforce its laws, including the imperative to improve the working environment, including the health of the workforce, such as industry's security, Health care and development of sedentary knowledge and composition and taking into account material and moral aspects in order to be able to produce, where it is often observed that human resources talk is synonymous with and limited to the workforce, It is a mixture that results from man's economic outlook in that he is only an economically productive force without looking at what man needs as a human being.

V. Attracting human resources before recruitment in accordance with job satisfaction wishes:

Polarization is the systematic search for qualified individuals in institutions, who possess specific qualifications, expertise and skills, and encourage them to apply to work in them, in appropriate numbers, in a timely manner and in the appropriate place, to select the best from them, and to meet functional needs.

The main objective of the polarization is to implement the enterprise's workforce plans by identifying the number and characteristics of individuals needed for jobs, their sources of access, and how to do so. It also seeks to broaden the selection base among qualified candidates by increasing their number to select the most suitable among them within the allocated costs.

One of the most important factors influencing polarization is the transparency of the enterprise's policy and work, job description of applicants, pay and compensation systems and incentives, social and cultural services provided by the enterprise, and flexibility in working times.

Polarization processes consist of making appropriate plans to search for high competencies and locating them, and how they attract them to work in institutions, and the plans are based on analysis of their jobs and workforce plans, Human resources departments in their organizations and other organizational units are involved in the preparation of plans and then the appropriate means of polarization, and the entities involved in polarization by selecting the central authorities or subsidiaries according to the numbers to be polarized.

Polarization problems include increased time and effort spent on polarization, and therefore cost.

An individual's orientation towards an enterprise constitutes a strong organizational obligation, conformity and integration of individuals into an institution, which constitutes a desire to continue to work for the agency, accept its objectives and values, make maximum efforts for the benefit of the enterprise belonging to it, integrate, loyalty, feel proud and be a member of the working environment and be considered the second home and defend it and remain in it until retirement. Workers' feelings of affiliation to work start with employment and choice and attract individuals with job satisfaction, in order to reduce absenteeism and turnover rates, accidents and labour disputes, Certainly, the effectiveness of systemic behaviour can only achieve the required effectiveness if it complies with the scientific standards that it certifies as being in conformity with the requirements of global systems and standards. Abdel Karim Buyahyawi (2007)
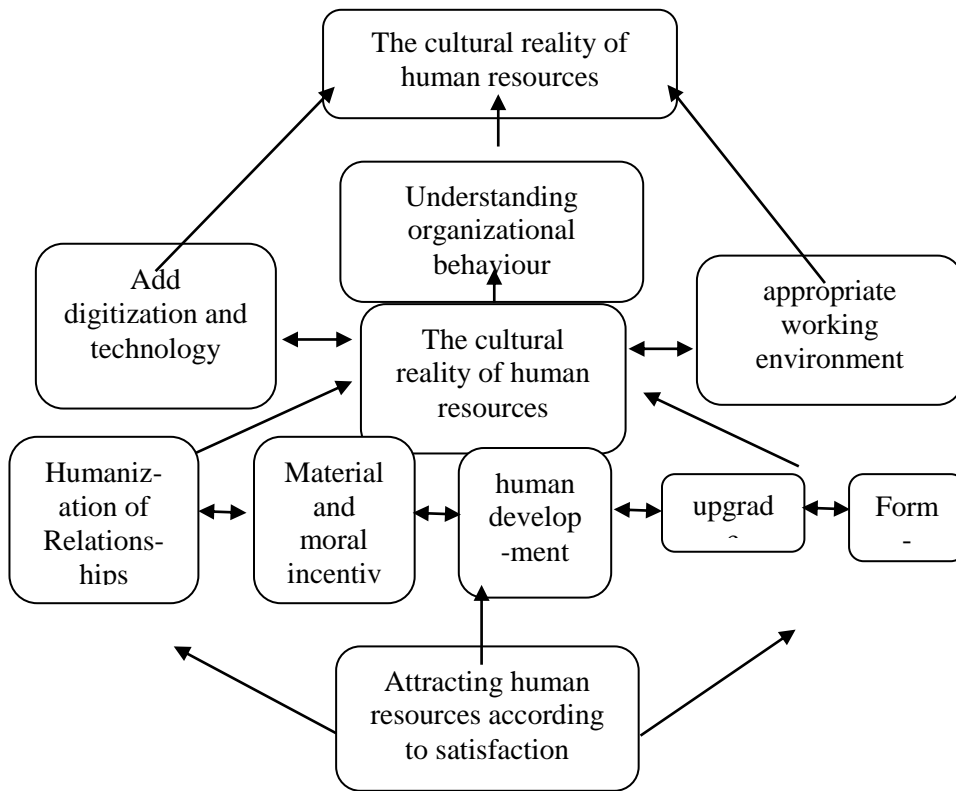
Figure 1: Prepared by the researcher
- Represents the institution's human resources inputs.

VI. The digital revolution and its manifestations on the Foundation:

Technological development in the world of electronic digitization of human resources in various organizations has become imperative and necessary. This is because of the nature of the rapid and successive changes in the field of human resources management in today's time. This enables strategic decision makers to have comprehensive and accurate knowledge of the changes taking place within the institution in both its internal and external surroundings, thus giving the institution credibility and transparency in making rational decisions based on an effective and accurate information system.

There is a radical shift from industrialized society to information-based society. That information revolution affects how people live, learn, work and how governments interact with civil society. Information is a powerful tool for economic and social development, and the Summit will provide a unique opportunity for all key actors to contribute positively to bridging the digital and knowledge divide, especially by identifying ways to help bridge the gap between rich and poor in terms of access to global information and communication networks.

The role of information and communication technologies in economic and social development

The "global digital divide" has contributed to a gap in knowledge and information between sophisticated and information-owning peoples and those lacking it, resulting in new forms of "disparities". The digital divide promotes a lack of information and knowledge, which is considered a financial, regulatory and control mechanism, and identifies opportunities for economic growth and wealth distribution. ICT promotes economic and social "diverse polar networks" of individuals and communities. The strength of these networks is their ability to connect diverse groups by allowing them access to information and knowledge essential to their economic, social and cultural development and to share such information and

knowledge. Employers, enterprises and States benefit from ICT through the opportunities they create by promoting their business nationally, regionally and internationally. Therefore, ICT provides an opportunity to provide essential services in various fields to individuals, institutions and nations.

VII. The importance of organizational behaviour and performance in activating the role of the institution's human resource

Organizational behaviour plays a role in understanding people's representations of the direction of the enterprise and making greater use of its human resource. The importance of behaviour is demonstrated in the following:

1. Human resources are a major resource of the Organization and therefore require attention to the study and understanding of individuals' behaviour within the Organization's environment.

2. The need to take care of the development of this active and productive resource of wealth in order to increase its efficiency and improve its skill. Now the correct understanding of individuals' behaviour enables the organization to deal with individuals correctly and effectively to know the requirements and needs, and to take the right behavioral actions at any stage before recruitment to retirement.

3. The complexity of human nature and the individual differences that characterize this behaviour, which require the institution to understand and analyze these differences in order to access distinct methods of treatment commensurate with these differences. This is an increase in the influence and control of this behaviour. Most individuals are born and educated in organizations, earning their material wealth from organizations, and also ending their lives as members of organizations. Many of our lives' activities are organized through organizations, and many individuals spend the most enjoyable days of their lives working in organizations. Because organizations have a strong impact on our lives, it is necessary to identify these organizations so as to avoid job alienation in their work, avoiding the worker's mock presence, absenteeism, infirmity and lack of seriousness at work.

Organizational behaviour is of particular importance to leaders. It clarifies the factors affecting how organizations are managed and the area of organizational conduct attempts to describe the complex human environment in which managers operate. It also knows the problems associated with human behaviour so that it can be understood and corrective behavioural actions are taken. The value and importance of organizational behaviour is to provide and bring closer perspectives on the humanitarian aspect of the Department's human relations with individuals (the feminization of relationships in the Department).

Performance: Thomas Gilbert points out that conduct may not be confused with achievement and performance, "as conduct is the work of individuals in the organization in which they work, such as meeting, modelling or inspection.

Achievement: Results obtained after individuals cease to work, i.e. outputs as a specific service or production of a commodity. Performance is the interaction between conduct and achievement, i.e., the sum of conduct and results achieved together, with measurable results.

Performance definition: Performance is the discharge of the job's burden of responsibilities and duties according to the rate imposed by the competent worker, the trainer. This rate can be known about the emergence of a fair stuck between them through performance analysis, i.e. the study of the quantity of work and the time it takes and the establishment of a fair relationship between them. (Naima Yahyaoui quoted: Hassan Ahmed al-Ta 'ani, 2012)

The importance of human resources lies in the organization. One of the most important functions of the Department is its focus on the human component, which is the Department's most valuable resource. Human resources management and development is a key pillar in most organizations, aiming to strengthen organizational capacities and enable organizations to attract and qualify the necessary competencies capable of coping with current and future challenges. Human resources can contribute strongly to achieving the target's objectives.

Human resources management means in short the optimal use of the available and expected human element. The efficiency, capabilities, expertise and enthusiasm of this human component depends on the institution's efficiency and success in achieving its objectives. Therefore, management scientists are

interested in setting principles and foundations that help to make the most of everyone in the organization through human resources management. These foundations start from wanting this job and not other jobs to planning, selection, training, incentives, evaluation and everything related to the human element.

VIII. Conclusion:

The organizational cultural dimension of the human resource is one of the most important aspects and the accompanying entry into digitization as a development and facilitative mechanism for working in both technological and digital areas to increase effectiveness. Modern organizations live in an environment of profound and widespread developments and changes in various fields. In particular, knowledge, technology, management and informatics, cultural change in the institution's system is imperative, whatever its different forms and forms of structural and technological organization. However, this cultural change of human resource and its perceived extent requires the intervention of all aspects of the institution.

The importance of organizational cultural development of specialized and digital human resources is highlighted as one of the most important types of change in organizations and institutions. s vision and mission ", because of its association with the various aspects of the Organization, both in terms of its vision and mission or in terms of its operations and functions, or in terms of its organizational structures, In terms of the behaviour, attitudes, procedures and techniques used by the working individuals, the aim is to seek a lasting fit between the institution's overlapping systems and its diverse human resource requirements, particularly those related to the cultural aspect, which many institutions neglect and which is the driving force in this process.

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