

ELECTRONIC ADMINISTRATION AND ITS ROLE IN ACHIEVING ORGANIZATIONAL EFFECTIVENESS IN THE ALGERIAN PUBLIC ADMINISTRATION

الإدارة الإلكترونية ودورها في تحقيق الفعالية التنظيمية في الإدارة العمومية
الجزائرية

Kettaf Rezki*

University of Mohamed Lamine Debaghine, Setif -2-, Algeria,
rezkikettaf19@gmail.com

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Abstract:

This working paper aims at highlighting the status and role of the electronic administration as a viable alternative that offers simple and streamline services to the society's people instead of the traditional administration. Also, it aims at emphasizing the principles of the organizational effectiveness especially with the availability of the technological means and modern technology. Thus, the modern administration which depends on digital technologies contributed in crystallizing a vessel to the information system which resulted in a new management style that enhanced the organizational effectiveness in public administrations.

Key words: Electronic Administration, Digitalization, Organizational Effectiveness, Public Administration, Public Service.

*Corresponding Author : Kettaf Rezki: rezkikettaf19@gmail.com

ملخص:

تهدف هذه الورقة البحثية إلى إبراز مكانة و دور الإدارة الإلكترونية كبديل للإدارة التقليدية في سهولة و انسيابية تقديم الخدمات لأفراد المجتمع، بالإضافة إلى تجسيد مبادئ الفعالية التنظيمية خاصة مع توافر الوسائل التكنولوجية و التقانة الحديثة. وبالتالي، فإن الإدارة الحديثة التي تعتمد على التكنولوجيات الرقمية ساهمة في بلورة وعاء لنظم المعلومات أفضل إلى نمط تسييري جديد زاد من معدلات الفعالية التنظيمية بالإدارات العمومية.

الكلمات المفتاحية: الإدارة الإلكترونية، الرقمنة، الفعالية التنظيمية، الإدارة العمومية، الخدمات.

Introduction:

Rapid technological developments in the field of communications have contributed to a huge digital revolution, laying new foundations and rules for rationalizing management in various community institutions, where bodies and governments have taken on the necessary issue of investing in the communications network for the purpose of improving the public service of civil society.

First: E-management:

1. The concept of electronic management:

The researchers cited a number of definitions of e-management, including:

- Said bin Maala al-Omari knew it: "It represents a fundamental shift in the concept of public service, so that the values of the public service are established, and the audience of beneficiaries of the service becomes the focus of the attention of state institutions, and its concept goes beyond the goal of excellence in providing the service to communicate with the

public with information, and strengthen its role in participation and censorship through the development of better communication relations between the citizen and the state." (El-amri, 2003, p. 15)

This definition focused on the quality of service while Bakir Ali Hassan defines it: "It is the transition from transaction completion and service delivery from the traditional manual method to the electronic format for optimal use of time, money and effort." (Bakir, 2006, p. 18). This definition therefore gave the role of e-management in reducing time and investing money. The World Bank defined it as: "A concept involving the use of information technology and communications by changing the way citizens and businesses interact with the government to allow citizens to participate in decision-making, linking better ways of accessing information, increasing transparency and strengthening civil society." (Bouriche, 2009, p. 3)

Saad Yassin Ghalib introduced it based on approaches and relational dimensions.

Through the structural characteristics of the scheme, it is defined as: "A framework that includes both electronic work to denote electronic business management, e-government to indicate public electronic management or electronic management of government businesses directed at citizens, or directed at different government institutions and departments." (Ghaleb, 2005, p. 25)

Based on the above definitions, our procedural definition is: "E-management is the mechanism on which communication relationships between state institutions and civil society have been formulated according to electronic mechanics that have greatly contributed to very rapid time-gaining interactions in the delivery of public service by investing in advanced communication technology technologies such as the Internet, extranets, intranets, software."

2. Stages of transition from traditional to e-management:

The Department went through several stages as it was initially characterized by rigid organizational structure as well as the inherent red tape of functions and activities and bureaucratic complexity as a result of the inflation of administrative bodies and their expanding organizational levels, as the transition period (Derouich, 2007, p. 3) went through the following stages:

A- The stage of effective traditional management:

At this stage, the effectiveness of traditional management has been developed and developed in parallel with the process of initiating the implementation of electronic management by the fact that each individual can own a PC or through kiosks, access the bulletins of institutions, departments and ministries through the internet, and the possibility of printing and filling out the necessary forms.

B- Fax stage and active telephone:

At this stage, time, money and business were saved without going to the institutions by activating the telephone and fax machine in sending and receiving documents and making inquiries.

C. Active e-management phase:

In it, the use of traditional management methods has been abandoned and the use of the internet has been abandoned by 30% or more, and work to provide the pc and connect it to the network in addition to the need to get rid of electronic illiteracy, and the transformation processes appear as follows:

- Online services correctly depending on the type of service: personal, commercial, educational, health services...

- Electronic services by age, such as birth certificate application, medical examination, recruitment services, employment and recruitment services, elections...
- E-services by beneficiaries: individual services provided to citizens, institutional services provided to companies. (Tichouri)

3. The importance and objectives of e-management:

A/ The importance of e-management:

- Significantly reduce the risk of paper dealing.
- Increase the organization's profits to eliminate traditional production burdens and costs.
- Strengthening the national economy and giving it the advantage of competitiveness by increasing exports.
- Contributing to the opening of new positions of employment and opening the way for free occupations available in electronic markets.
- Open the door wide to enter the virtual free work such as software creation.
- Improving the performance of government organizations. (Ghanim, 2004, p. 43)
- Contribute to transparency.
- Encouraging investment in technology. (Darker, 1999, p 164)

B/ E-management objectives:

- Eliminating the complexities of the bureaucracy by reducing administrative levels.

Electronic Administration and its Role in Achieving Organizational Effectiveness in the Algerian Administration

- Eliminate and minimize the direct relationship between the parties to the transaction to avoid the effects of personal relationship and influence in the completion of administrative work. (El-kebsi, 2008, p. 40)
- The optimal use of the human resource by employing his intellectual and cognitive expertise and refining his creative skills.
- To integrate and unify the members and parts of the organizational format in a coherent and coherent framework in the midst of the electronic organizational climate.
- Ensuring that public services are provided satisfactorily and permanently to customers and users.
- Achieving security, confidentiality and dealing in civilized ways.
- Discussing legal legislation and regulations in order to create standards and standards such as safety and security for the electronic environment.

4. Electronic management elements:

The following elements are:

A- Hardware equipment consists of hardware, i.e. physical components, computer systems, networks and accessories.

B- Software consists of the mental component of computer systems and networks such as e-mail software, database rules, accounting software, network management systems, programming language translators, and programming audit tools.

C. Communication networks: Electronic connectors extending through the internet network networks and the Internet that

represent the organization's value network and electronic management.

D- Knowledge workers as at the heart of these components, consisting of digital leaderships, managers and analysts of knowledge resources, and intellectual capital in the organization. (Ghaleb, 2005, p. 23- 25)

5. E-management characteristics:

E-management has a number of characteristics, the most important of which are:

A- It is an administrative process, in the sense that it is concerned with various administrative processes such as planning and policy-making, resource guidance, and monitoring them according to an electronic strategic plan.

B- Clarity and speed of flow of information: by applying the modern electronic strategy, it has exceeded the traditional barriers that prevailed in bureaucratic management, becoming accessible channels for the exchange of information very quickly, which in turn facilitated the speed of completion and so on the decision-making process.

C- Information management: Information is accessible to all parties to the network through the availability of electronic software.

D- Flexibility: This feature is manifested by responding quickly to and responding to events regardless of space limits, time and communication barriers.

E- Freedom of access and review: in the sense of the possibility of reviewing or accessing information without observing time or location in the light of the availability of websites. Like checking bank accounts.

Electronic Administration and its Role in Achieving Organizational Effectiveness in the Algerian Administration

F- Censorship: In the sense that all administrative websites are directly monitored through their electronic controls, which are handled by the citizens involved.

G- Availability and free availability: It allows all participating members to see information and everything new, and this is done free of charge, such as between customers, post offices and transportation, or even between professors and research centers, or between economic institutions and customers.

H- Cooperative and Easy to Use: This feature is manifested through communication between administrative interests and easily shortens effort and time, as using a simple administrative part of the computer can accomplish administrative work that was complex during the traditional management phase.

I- Confidentiality and privacy: This is through the department's electronic software, which is thanks to which it is able to withhold data and information of its own and make it exclusively on it, so that it allows its use to its employees who are empowered by password or mot de Pass password. (El-hassan, 2009, p. 18)

J- The most efficient and effective in the conduct of virtual work: this is through planning, implementation and control.

K- The ability to improve operational effectiveness: this is the best investment of the finest available technologies and digital minds trained, trained and highly experienced.

L- E-management information management: because it relies primarily on the Internet and business networks, which has produced a new resource of its material and human resources, which is the knowledge-intellectual information capital. (Najm, 2004, p. 126)

L- Quality of services: This is through the services it provides to customers as it achieves satisfaction for expatriates, and provides services professionally and in high quality.

6. E-management components:

A- Hardware equipment consisting of physical components, systems, and accessories.

B- Software, i.e. system software: Operating System.

C. The knowledge industry, digital leadership. The interconnection and coordination of all these components is a necessary condition for the actual establishment of electronic management, which in turn provides services to its applicants. (Bradier, 2004, p. 341)

7. Conditions for the application of electronic management:

To be effective, conditions must be met in accordance with the following positions:

- Administrative and security conditions:
- Administrative strategic planning, which starts from the top of the management pyramid to the highest levels.
- Providing electronic management infrastructure through the provision of technical equipment, computers and the electronic network.
- Development of administrative organization, services and government transactions.
- Providing qualified human resources.
- Developing legal legislation governing the application of electronic technology.

Electronic Administration and its Role in Achieving Organizational Effectiveness in the Algerian Administration

- Administrative reform through the development of relations between administrative bodies and the focus on evidence of electronic administrative conduct. (El-baz)

Political conditions:

It is clear through the existence of a political will that aspires and supports this strategy, through material and moral support, and the adoption of facilities that will simplify access to government services and create other services that eliminate the handling of papers, and educate the community on the need to deal with and adapt to these electronic management techniques.

Economic and social conditions:

This is through:

- Mobilizing the public through the media, the media and civil society associations.
- Preparing programs and training sessions on the use of these techniques.
- Providing electronic equipment and technical means.
- Providing sources of funding.

D- Conditions related to the structural structure of the communications network:

- Providing integrated computers and information and graphic systems.
- Connecting the internet to all departments, providing special programs for each administrative department and protecting it from virus or cyber intrusion. (Naffaa, 2005, p. 01)

According to the following web building:

- Internet: "Internet" informs us in:
- News Group.
- File transfer protocol.
- Chatting of all kinds.
- Telecommunication Network.
- Email and Web service (www.world.wide.web).
- Intranet is a private internal network.

The internal network of the organization and customers "Extranet" is a protected network that connects the organization or companies and its various interests and branches and is done through password. (Essatar et al, 2006, 240)

Second: Public service:

1/ The concept of public service:

The term public service refers to this reform association that binds the public administration of government to citizens, which is manifested in meeting the wishes and satisfaction of the different needs of individuals.

The public service at Thabet Abdel Rahman Idris and according to two axes:

A/ On the one hand, it's a process:

In other words, the service provided by government organizations is complementary, i.e. includes input and operation of outputs. Inputs are: Humans, Materials resources, information.

B/ On the one hand, it is services system: In other words, you view the service as a system consisting of different parts:

- Service Operation System is operated in inputs to produce service items.
- Service Delivery system according to which the service elements are finally assembled, then final delivery and delivery to the citizen, and includes the concept of public service as a system of two forms:
 - A public service visible or visible in the future of the service (citizen).
 - An invisible or invisible public service called technical core, but some studies tend to use front office expression or back office expression for invisible or invisible parts.

2- Types and features of public service systems: Public service systems are divided into two systems:

A/ Open public service system:

This system is seen on the basis of employment, as it is a community task that is prepared and qualified by the individual, and is dedicated to practicing it throughout his working life, where institutions attract the human resource depending on the type of service to be filled of any kind (agricultural, commercial, economic..) The necessary conditions and the necessary requirements are specified in the candidate for filling them.

The open public service system has these characteristics:

- Simplicity where the organization makes no effort to prepare staff, does not bear the costs of preparation, and is not responsible for their training.

- Flexibility in the sense that management is free to dismiss an employee.
- Economic in the sense that management is always looking for efficiency and experience without burdens.

B/ Closed public service system:

In this system, it is the department that prepares employees before they join the work and trains them in the performance of their tasks to achieve continuity and increase efficiency.

This model features:

- A personnel law that guarantees the rights and duties of management and employee.
- Functional stability. (Ennaimi, 1997, pp. 164- 166)

3- Public service and guidance:

The term public service is based on a vocabulary that is within its approach framework, as we find the public service is the goal of management, but what should be noted is how we direct management to give us the public service, and here the term rationalization of governance or what is known as "adult governance" appeared and its purpose is how to build a strategy for administrative and organizational reform in dimensions that reflect transparency, effectiveness, integrity, speed of response, accountability and participation to improve the quality of public service for the benefit of the customer?

There are also those who use the term adult governance through a political dimension, which means governance, governance, good governance, good governance, and all these terms are based on accountability values, transparency transparency and predictability. (El-houssin, 2007)

Thus, adult governance expands to include most aspects of society's life. It goes into the political, social and economic dimension, which is about the relationship of the economy to civil society. The technical and administrative dimension, here the content of the term is reflected in how to rationalize the public service in favor of the requirements of individuals in civil society according to the pillars of adult governance.

Third: E-management and its incarnations in the Algerian administration:

As an active pivotal country, Algeria has been affected by globalization and informatics through frictions with global countries that have sold in this area and have made great strides in advanced communication technologies.

Accordingly, Algeria has taken a strategy to move into the world of informatics and keep pace with developments in order to improve the functions of government institutions and service organizations. It has adopted changes in traditional functions and access to electronic communication technology in order to improve and rationalize the public service for the benefit of public affairs through:

1/ Signs of transition to e-management:

The Algerian state's policy is reflected in how electronic transition or transformation is manifested by its use of internet services and various associated technologies in March 1994 through the Centre de Recherche et d'Information Scientifique et Technique, established by the Ministry of Higher Education in March 1986, whose primary tasks were to establish a national network and connect it to international regional networks. (Bakhti, 2002, p. 31)

Algeria was connected to the Internet through Italy at a speed of 9,600 binary characters per second. The link was part of a collaboration project with UNESCO to establish a network in Africa (Réseau d'Information Africain) and Algeria is the focal point of the network in North Africa.

In 1996, it was estimated that about 130 bodies participated in the network. In 1999, the number was 800, with 100 bodies in the university sector, 50 in the medical sector, 500 in the economic sector and 150 in other sectors. Cerist has about 3,500 subscribers (Louakab, 1999, p. 122). The state also intervened in determining the criteria and conditions relating to how the Internet is developed and utilized through Executive Decree No. 98, 257 of August 25, 1998 and amended by executive decree under 2000-307 on October 14, 2000. (Official Journal, 2000, p. 15)

The Algerian state has pursued a more effective policy by:

- Modernization of the national telecommunications network, which has 2 million telephone subscribers.
- Raising the capacity of the National Telecommunications Network.
- Completion of a national fibre-optic messaging network estimated to be 1,500 km long.
- Completion of a 10.5 G fiber optic rope. B.
- Add 500,000 new lines in Algeria's GSM mobile network.
- Open the market to free competition and support the dissemination of technological knowledge through programs such as your family's first and second programs.
- Planning the problem of piracy. (News.Fibladi.com)

Electronic Administration and its Role in Achieving Organizational Effectiveness in the Algerian Administration

- In addition to the launch of the satellite agency and the Algerian satellite Janvi 2002, which later witnessed the launch of the satellite Sat1 and put it on track (ALLSAT 1), this is the most important contribution to supporting the movement of development, technology and development in order to rationalize public service.
- Sunlgas has also linked its position as a first experiment to oran and Annaba states, where the electricity cable has been converted from a mere electric transmission to an Internet flow carrier, about 5.4 MB.
- The Siberian barn in Sidi Abdullah is reflected in research and training centers, institutions, nurseries and support, a high institute of communications, a school for geniuses, and an Internet agency, which was later embodied in a technical pole project (Technopole) and a future economist that was supported locally and externally in partnership with (Canada, America, France, Korea).
- Oracle agreements with Sonatrach, Mail and Transportation on the supply of equipment, software, production of integrated management software, databases and information network. (News.Fibladi.com)

Fourth: Areas of the actual embodiment of e-management in Algeria:

1/ Postal and transportation sector:

The postal and transport sector is one of the most important service sectors in Algeria, where it performs a number of services including: current postal account services, and provides account access services, payment, withdrawal, savings funds, parcels, postal transfers, letters, ...

In keeping with the development in the field of electronic communication, the sector has modernly developed its services in accordance with electronic technologies. This was reflected in the following models:

- Electronic window that provides services to customers where banknotes are automatically withdrawn.
- E-debit card through la carte CCP electronic card where it is possible to draw from any window at the national level and is based on three characteristics: security Sécurité, availability Disponibilité, Speed Rapidité where about 6 million cards have been distributed and the foundation has been operating since Janvi 2007. The number of centers reached 500 centers and offices 3310, and 11 million current accounts.
- Also supported by other services where the balance is viewed online and requests for forms of postal instruments.
- Review withdrawals.
- Mobilis balance-filling services.

2/ Higher education and scientific research sector:

The ministry has worked to modernize the sector to improve services for students and teachers. The services were as follows:

- Online registration services.
- Student forum creation services.
- Supporting the virtual university initiative.
- The establishment of electronic search centres.
- Store information about teachers and students electronically.

- Confirmation of registration and appeals for new applicants.
- The University also aspires to embody the e-library project during the current year 2015.

3/ Vocational training sector:

This sector has begun to build an internal network, the Internet project, which is tasked with connecting each of the two founders of the sector within a single program to be able to build a database containing two formats:

- Information on the administrative aspect of equipment, human resources and material resources.
- Information related to pedagogical incision, management and engineering of composition. It includes: branches, specialties, pedagogical content, training calendar for stalkers, laboratories.
- What is striking about this sector is the existence of a digital geographical map.

4/ Social Security sector:

In fact, the social security sector is one of the typical sectors in the use of electronic communication technology. The Ministry of Labor has strengthened the sector in accordance with a pioneering and rational strategy. The sector's members have been re-numbered, and accordingly the Foundation has established an information bank for believers in its various agencies (wage earners and non-wage earners).

Based on this, the Foundation worked to establish an electronic healing card through which the believer can recover his dues from treatment and medicines directly as part of the foundation's contract with pharmacists; the operation was initially decent because the insurer was authorized to deal with

the local pharmacist, i.e. at the municipal level; Then it became worked out at the state and then national level; The process was limited to paid believers to include non-wage believers. This process has contributed to the provision of high-end services that have greatly contributed to the satisfaction of citizens. (MWSA, 2007, p. 01)

5/ Justice sector:

The work of this electronic technology in the field of justice has been reflected in:

- Addressing issues automatically.
- Automatic extraction of documents.
- A strategy that the Ministry of Justice wants to adopt is the possibility of extracting documents throughout the national territory.

6/ Banking sector:

Banks have been quick to use this technology based on the management of digitization within the framework of electronic banking, which contributes to the provision of full banking services and the lowest costs. The manifestations of banking services are as follows:

- Carte de credit card: This card provides services to the customer, including allowing him to pay even if his account is in debt, but this is done within legal limits.
- Cache de debit card: Used in the event of payment by a discount made directly from the customer's bank account and the account is necessarily a creditor.

Electronic Administration and its Role in Achieving Organizational Effectiveness in the Algerian Administration

- Smart card: Its use is flexible compared to before, as it contains an encrypted chip (Puce) that allows the storage of funds according to secure programming.

Perhaps the most important achievement in the banking sector is and customers can spend their electronic money in stores and e-commerce sites as a means of payment. Algeria introduced this technique at the beginning of March 2005. (Ammari et al, 2007) Badr, Bea, the National Savings and Reserve Fund, the Algerian People's Loan CPA and the Local Development Bank BDL, as well as other new banks such as Société Générale, are among those operating with this technology.

7/ Education sector:

it has worked to benefit from the sector by:

- Register and note results online through a website.
- Registration for distance education and withdrawal of various educational documents, but the sector still knows a decent awakening.

8/ Public administration:

The Ministry of Interior has taken it upon itself to promote services at the level of its departments, as demonstrated by:

- Grey Card: Previously, it was hp, and currently uses a database-based database network.
- Election area: Information and statistics are poured between municipalities at the state and national levels.
- E-mail and Open media space.
- Bringing the administration closer to the citizen by automatically extracting documents such as birth, marriage and

nationality certificates, as they can be extracted from any local administration in the Algerian country.

- Biometric passport, which the department operated since January 2015.

Conclusion: E-State Prospects and Challenges

As an assessment of what the Algerian state has done on the issue of introducing electronic communication technology into its administrative and economic sectors, we can say that it is a leader if we look at the services it provides to citizens. However, it has not lived up to the standard required if we compare this to developed countries such as European countries and Asian hub countries such as Singapore, which has come to be called the electronic state. Thus, challenges remain in the level of universalization of technology to all other service facilities. In addition to the need to pursue a rational policy in the issue of educating civil society, this is to overcome the obstacles to its application by eliminating electronic illiteracy, especially in an age of people who have not kept up with it living in alienation. The Algerian state and civil society must therefore be more effective and responsive to the quality of services provided by electronic communication technology, especially since they have become one of the most important pillars of adult governance in political and government strategies in the countries of the world.

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