

The Impact of Electronic Human Resources Management Practices on Organizational Performance in Jordanian Insurance Companies: The Mediating Role of Strategic Adoption

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Abstract

"This study aimed to investigate the impact of electronic human resources management applications on organizational performance, considering the mediating role of strategic adoption in Jordanian insurance companies. To achieve the purpose of the study, a descriptive analytical approach was followed to collect and analyze data from both primary and secondary sources. The study sample consisted of (250) employees from Jordanian insurance companies across various administrative levels. The study instrument, a questionnaire, was distributed and consisted of four parts: the first part measured the demographic variables of the study sample, the second part measured electronic Human resources management applications, the third part measured organizational performance, and the fourth part measured strategic adoption. The questionnaire was distributed via an electronic link through Google Forms to collect data from primary sources. The data was analyzed using the Statistical Package for the Social Sciences (SPSS). The study arrived at several findings, the most important of which was the presence of a positive and statistically significant impact of electronic human resource applications and their variables (e-recruitment, e-compensation, e-training, e-performance) on organizational performance and its variables (growth and innovation, customer satisfaction, market share, efficiency, and effectiveness) among employees in Jordanian insurance companies".

The study also reached several recommendations, most notably emphasizing that Jordanian insurance companies should have expanded the use of electronic human resource management applications and enhanced their utilization to achieve more efficient and effective results.

Keywords: Electronic Human Resources Management, Organizational Performance, Strategic Adoption, Jordanian Insurance Companies.