The Developing of Information Quality using Management Information Systems (A model of World Islamic Call Society)

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Abstract: Information quality is the base and the main factor for success to any organizations with media advocacy missions. Proving information at high accuracy and quality is greatly contributing to achieve the objectives of the organization. The Islamic media and its important role in advocating for Islam require specialist organizations that apply modern methods in the presentation of information using video and audio information and building its internal system on the management information systems. The objective of this study is to identify the main problems and obstacles that hinder the implementation of advanced information systems in the World Islamic Call Society (WICS) and how to improve the quality of information provided by WICS through the adoption of management information system. The study also discussed the challenge of comprehensive functional changing towards information technology and the requirement to achieve the desired changes such as redesign of the overall functional processes within WICS and preparing employees to deal with modern presentation methods using video and audio information.

Key words: Management Information Systems (MIS), Information Systems, Information Quality, Calling Performance, World Islamic Call Society (WICS).

INTRODUCTION

The rapid and continuing developments that occur in the field of technology and information systems in particular has made a significant impact on the work and efficiency of the organizations. Information systems have become essential in the work of any modern organizations in today's world due to the huge production of data every day, and this situation requires addressing and configuring the best way to demonstrate information in order to achieve quality and interest of system users. The emergence of globalization and the significant changes in the business environment and administrative development based on information technology to those organizations need to develop the quality of information in order to achieve better performance and results of great benefit to the work of organizations (Al-Maghrby, 2001).

The Presence of computers and internet services and computerized processes has led to provide information for the clients at high quality, in addition to that the strong competition between the commercial and non-profit organizations nowadays, and the significant development in service sectors including advocacy services which we will focus in this study, all these factors required to reassess the current role of information system in general and management information systems in particular in obtaining information quality provided for the clients, and in turns showing the great advantages of technology in the field of advocacy service.

Information technology has a significant role in obtaining a collection of integrated features and capabilities that support the strategy of competitive organization (Jalal and Mohammed, 2000) and from this technology the organization could apply a competitive strategy in order to ensure information quality and improve the advocacy and Islamic call in the world Islamic Call Society, which will be considered a model to measure the role of management information system in improving the current level of information quality and information service provided by the organization. No doubt the Islamic media and its vital role in calling for Islam requires the existence of information at high quality and transparency, and according to that the Islamic media should be directed for calling and promoting the great religion of Islam based on new principles. In addition to that the establishment of original Islamic media that depends on high principles of Islamic call should adopt a developed information system inside the WICS in order to follow the rapid development in management and technology, and to support decision making process by the senior management through adopting strategic and successful plans based on developed information systems through audio and video media and using the internet.
Information is a collection of facts and data in a way that could better serve the organization comparing to abstract data, also information is the results of the query and communication activity. According to computer science, information is a processed and stored data. This means that the information is a processed and improved data, in the same meaning that indicate the quality of the information as valuable information on the basis of accuracy and objectivity of the problem or the subject being processed (Laudon et al., 2009).

The Management Information Systems MIS is a structured way to view past and present information related to internal operations and external effects. Information systems supports planning and management and project activities within service organizations, so as to provide the appropriate information at desired time to make an effective contribution in the decision-making process (Laudon, 2010).

The management information systems provide the appropriate information to both internal and external management at all levels, so that the management can make effective decisions and temporary resolutions in order to provide the processes of planning, control and guidance within an organization (such as non-governmental, cultural, and calls organizations).

The Background of the Study:

According to previous studies, it is clear that most of them have focused on the importance of information in decision-making in the commercial and profitable organizations and moreover the role of transparency in rational of decisions, previous studies showed the importance of information quality in management information systems that depends on computer technology in making a competitive advantage. This study focused on the topic of information quality in a new environment which is a non-profit organization with a cultural and religious nature, and this topic was not covered in previous literatures. The study evaluated the effectiveness of management information systems (MISs) in these organizations and examined the role of MIS in producing high quality information. In addition to that the study attempted to identify the impact of valued information in rationalize the managerial decision and motivate the callers for Islam and employees working in the organization to adopt modern systems to show information for people seeking essential information about Islam.

The Significance Of The Study:

This study highlights the importance of information quality produced by the information systems of organizations in general and in the World Islamic Call Society in particular and examined the impact of information in the dissemination of the Islamic religion and to improve the current experience of the Islamic callers and employees and improve their abilities to demonstrate information at high quality.

Quality information must lead to a good decision and this in turns leads to effective performance by the employees working in governmental and non-governmental organizations. In addition to that the study have contributed to analyze the impact of information systems in non-profit organizations with cultural and religious goals in general and the impact of MIS in World Islamic Call Society in particular.

The Purpose Of The Study:

This study aimed to identify the main problems facing the callers for Islam and employees working in the World Islamic Call Society and identified the main obstacles that hinder the work of World Islamic Call Society to provide information with high quality and demonstrating information for listeners and viewers in order convince them about Islam. In addition to that the study aimed to develop the current systems (internal and external) of the World Islamic Call Society.

The Study Methodology:

The researcher applied the descriptive analytical approach in conducting the analysis of study because the descriptive analytical approach is one of the most curricula used in social and humanity studies, in addition to that the researcher used secondary sources to support the final conclusion of the study, which include literature written on the same topic as well as published journals and scientific researches, also the laws and regulations related to the subject of study.

The primary information sources has been done through a questionnaire which was designed and distributed specifically for the purpose of this study due to its main advantage in saving time, effort and cover a wide sample in a reasonable cost.

It has been taken into account designing a questionnaire of closed questions in order to have easy answers by respondents and getting bigger amount of data to cover the subject of the study.

The researcher has used statistical analysis for collecting data from questionnaire, and analyzed the statistical mean and standard deviation values using SPSS program and applied appropriate statistical tests that deemed necessary for the analysis.

The study sample was selected from the employees of the World Islamic Call Society, and the sample was systematic random of (172) participants who were working in administration departments to participate in the survey with a rate (10 samples per day) for a period of seventeen working days.
The Study Problem:
The functional transformation in the work of the organization from the old and traditional methods to the new and modern digital technology was and still a big problem facing all kinds of organizations, and despite the improvement and despite the improvement that was achieved by the World Islamic Call Society in most of African and Asian countries, and even there was a big success in the past but many callers for Islam working in non-profit organizations have referred to the big obstacles and difficulties that hindered their efforts and work to conduct the principles and message of Islam to countries that do not speak Arabic or enclosed societies, furthermore using old presentation methods to show the information associated with the religion of Islam was one of the major problems facing the people working in this field.

One of the main problems that has been discussed in this study is the obstacles associated with setting-up modern information systems in WICS and the inherited problems from the old systems used by WICS in the current time, which produce big difficulties in conducting information for the listeners and convince them to follow the religion of Islam in short time and without hesitation.

The delivery of Islamic principles to non-Muslims with transparency and convince them to follow the religion of Islam directly requires an integrated information system and to use management information systems, which leads to integration of advocacy performance, and this can be done through installing information system which is efficient that helps the managers to make the right decisions and improve the quality of information provided by the World Islamic Call Society through its various media means.

The study focused on identifying the main obstacles and difficulties arising from the change of organization function to the digital technology in managing the information processes inside and outside the World Islamic Call Society.

The Research Hypothesis:
1. There is a significant statistical relationship between management information systems and producing information required for decision-making in the World Islamic Call Society.
2. There is a significant statistical relationship between management information system and the quality of information provided by the World Islamic Call Society.
3. The quality of the information provided by the World Islamic Call Society through its various media methods is directly affecting the level of perception of the principles of by non-Muslims.
4. There is a direct statistical relationship between the efficiency and performance of calling for Islam and the use of modern methods to present and demonstrate the information.

The World Islamic Call Society and Information Quality:
The World Islamic Call Society is a non-governmental organization, which was founded in 1972. Its main headquarter is based in Libya. The main goal of World Islamic Call Society is to spread and promote Islam across the Islamic and non-Islamic countries by all possible means.

The information is the main factor of success, and WICS is an organization that aims primarily to spread the Islamic religion through providing valuable and high quality information for non-Muslims.

The World Islamic Call Society has many contributions to spread the religion of Islam since the start of the Islamic awakening by applying the principles and rules of Islam in general, and in the field of Islamic media in particular, where the information about Islam was provided for non-Muslims in all countries in the world has made a significant impact on the achievement of the Islamic awakening and dissemination of the Islamic religion in many countries that did not know about Islam or countries that affected by the Western propaganda against Islam.

And had video and audio broadcasts, magazines and newspapers and online media role big in spreading the Islamic religion and its concepts. All these ways and means are based mainly on the provision of information efficiently and whenever the information is accurate the results were great. The information value is the basis for efficient performance in the Islamic Call.

Radios and TV channels as well as the internet and published journals have made the biggest impact in spreading Islamic principles and defining Islam for non-Muslims. All these medias and methods depends mainly on information and whenever the information was good and characterized a high quality information then convincing the listeners and viewers will be more easy. High quality information is essential in achieving professional performance by the employees working in the World Islamic Call Society.

The Dimension Of Information Quality On The Calling Performance:
Providing information with high quality and transparency is very important to affect the listeners or viewers to the demonstrated and showed information, and also it specify the acceptance and satisfaction of listeners to information and vice versa (Lutfy, 2005) and even though the volume of information become huge and easily provided nowadays but most of organizations believe that they are facing series problems associated with the big volume of information and the difficulty to select the accurate information. In a report by the Economist in
(2005) referred to this issue and indicated that nowadays information is everywhere and easy to reach but difficult to recognize the good information. This conclusion was made from a study included (122) executive manager in the biggest European firm who emphasized the fact of too much unreliable information used in decision-making process and affect the business of many big companies. Information in competitive and fast developed markets has more value and importance in the current time due to globalization and fast technological development. It is recommended to understand that decision making depends mainly on information quality. When the decision making process becomes more important, then information quality becomes important also in two aspects (Ghalib, 2003):

- The first aspect: the level of concentration in the information and this means that senior management when they make strategic decisions they need detailed and operational information, as it is an effective concentration and intelligent procedure that provides executive information systems with high quality.
- The second aspect: the quality of the information provided with all that implies of accuracy, objectivity and integrity of the information provided to top management in order to make the most important decisions.

The information either as a resource (information resources as data bases) or as a product (output of Information Industry) has a characteristics differs from the resources of physical products. Goran Godfrey has found (13) distinctive characteristic of information comparing to material resources such as inability to consume, reproduction and copy feature, storage capability on computer hardware (Al-Sayrafi, 2005).

The Measurement of Using Information Technology in the Management of World Islamic Call Society:

In order to identify the level of applying management information systems in the World Islamic Call Society and its impact on information quality presented by WICS, we have designed a set of questions in the questionnaire related to the level of applying information technology in the management of WICS. The result is shown in the table-1 below:

<table>
<thead>
<tr>
<th>Serial</th>
<th>Phrase</th>
<th>Mean</th>
<th>Variation rate</th>
<th>Sequence</th>
<th>Agreement percentage</th>
<th>K2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Providing developed and modern information database in the WICS</td>
<td>4.60</td>
<td>10.6</td>
<td>7</td>
<td>92.1</td>
<td>7.535</td>
</tr>
<tr>
<td>2</td>
<td>The management of WICS depends on various sources of information in the managerial processes</td>
<td>4.55</td>
<td>11.9</td>
<td>10</td>
<td>91.0</td>
<td>82.267</td>
</tr>
<tr>
<td>3</td>
<td>Providing a website for the WICS with different languages will serve the objectives of the WICS</td>
<td>4.63</td>
<td>10.9</td>
<td>3</td>
<td>345</td>
<td>106.066</td>
</tr>
<tr>
<td>4</td>
<td>The WICS is connected to the global information network through the internet</td>
<td>4.65</td>
<td>10.3</td>
<td>1</td>
<td>980</td>
<td>15.721</td>
</tr>
<tr>
<td>5</td>
<td>Communicating with information seekers through the organization website in order to update their information</td>
<td>4.62</td>
<td>10.8</td>
<td>5</td>
<td>924</td>
<td>106.066</td>
</tr>
<tr>
<td>6</td>
<td>There is support to the employees and encourage them to develop applications that serve the objectives of WICS</td>
<td>4.61</td>
<td>10.9</td>
<td>6</td>
<td>922</td>
<td>974.066</td>
</tr>
<tr>
<td>7</td>
<td>There is a department inside the WICS associated with developing information technology</td>
<td>4.58</td>
<td>12.0</td>
<td>9</td>
<td>916</td>
<td>87.779</td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>4.60</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Discussing The Results Of The Study:

From the demonstration of information systems and management information systems is it clear these systems are very important to achieve high quality information inside and outside the World Islamic Call Society. And from the table-1, we found the following results:

- We noted that using modern technologies has contributed to develop the job performance and this result showed an agreement between the employees with a percentage 93.80%
- We found that an existence of website for the WICS on the internet that serve the goals of WICS in many languages and their agreement was low with a percentage 34.50%.
- From the opinions about the beneficiaries from the website of the WICS to have new and updated information, the agreement of the study sample was low with a percentage 44.40%
- We found a department associated with developing information technology inside the WICS but with a low agreement percentage (38.30%)
- Most of sample’s opinion tended to emphasize on connecting the World Islamic Call Society with the global network through the internet with a mea value (4.65) and perfect percentage (100%) on agreement, and also the study sample has agreed to use the modern technologies in developing the job performance with obtained mean value (4.64) and agreement with a high percentage (98.84%)
• There were no significant statistical differences on the level of statistical function (≥ 0.05) between the study participant (employees in the WICS) regarding the level of using information technology in the WCSI.

The Main Challenges Facing The Adoption Of Management Information Systems In The WCSI:
Through the study and evaluate the level of information systems in the World Islamic Call Society, the study concluded of the main challenges that faces the WCSI to apply management information systems efficiently:
• Hardware and software development in the information systems inside the organization, in order to keep pace with international standards, many of departments in WCSI are lacking modern systems and information display.
• The strategic challenge to manage the work inside the departments of WICS, and a clear understanding to use the digital techniques and modern technology in the overall performance of the WICS in general. The goal of the WICS on relying entirely on digital technology and access to its benefits is a long and difficult task for most organizations.
• The challenge of preparing the workers in the WICS on using the modern information management systems and train them to use these systems properly. The challenge in the lack experience to use advanced computer systems by many workers in the WICS represents a major obstacle towards development.
• The challenge of comprehensive functional transformation. The overall transition to information technology requires redesign overall functional operations within the WICS and prepare the employees on using the new design and the new work structure.

Recommendation:
According to the results of the survey and analysis, the study set the following recommendations:

1. The necessity to establish integrated management information system in order to achieve integration in information supplied to the senior management and in to all departments
2. Increasing the efficiency of current databases through providing more developed information systems that serves the goals of the WICS through providing high quality information
3. Benefiting from using the most important types of management information systems such decision-support systems and senior management support systems in order to raise the efficiency of senior management through providing high quality and transparent information.
4. Developing the means used for presenting and demonstrating information to the listeners advocated to Islam, such as the organization website on the internet, and supply the callers with high technology presentation tools such as big LCD displays suitable their job.

13. The Summary:
The modern information systems provide high quality performance and transparency in output/input information that helps the senior management to make the right decisions that achieve the strategic objectives of the organization. This study has evaluated and showed the importance of management information systems in achieving the objectives of the World Islamic Call Society through providing high quality information that help its employees to explain the principles of Islam more easily and effectively using the modern technology and developed tools and systems used to present and show information.

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