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The Impact of Information Architecture on Final User Benefits

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ABSTRACT

The study aims to define information architecture and its dimensions and measure the role of the relationship between the dimensions of information architecture and the end user. Additionally, the study seeks to assess the impact of indicators of information architecture dimensions on achieving benefits for the end user. The study adopted a descriptive-analytical methodology as a specialized approach for execution, utilizing questionnaires, observation, and structured interviews as data collection methods. The statistical software SPSS was employed for analyzing the study's results. The study yielded several notable outcomes. The study's findings indicated a statistically significant impact between the elements of organizational knowledge as one of the dimensions of information architecture. Information technology emerged as the most influential factor, whereas organizational culture had the least impact on achieving benefits for the end user. The results affirmed a statistically significant positive relationship between information technology and achieving benefits for the end user, with a correlation coefficient of (0.68). This indicates that as information technology increases within the organization (study field), the benefits for the end user also increase.

INTRODUCTION

Obtaining information and sharing it is a complex task in many organizations. Information is exposed to rapid change and development in the current business environment, making it challenging to retain and update knowledge effectively. As a result, knowledge can quickly become obsolete. When the flow and change of knowledge are continuous, organizations find it difficult to extract competitive advantage from their internal data unless they need it. Competition between institutions, especially higher education institutions, has expanded locally and globally. Leaders and decision-makers have realized that the success of these institutions largely depends on the organization's ability to generate knowledge, collect information from various sources, analyze it, and disseminate it among users. Therefore, a need emerged to control the production and processing of information and attempt to make the most of it. This led to the emergence of the term "information architecture" as a turning point in organizational knowledge processes, supporting ease of user access to the information they need. Research has focused on shedding light on organizational knowledge as one aspect of information architecture to identify the organization's problems and find suitable solutions. Its role in benefiting the end user is highlighted by focusing on a higher education institution (the field of study) as the most important source of knowledge and creativity, as well as human resource preparation, refinement, skill development through education, knowledge, research, and training. At the same time, it bears significant responsibility for societal changes. Perhaps the complex and contradictory nature of weak information architecture, whether in organizational knowledge or

system knowledge, may lead to the failure of the end user to obtain relevant information in a timely manner. It also does not contribute to improving and enhancing usability and ease of use. Therefore, it is expected that by evaluating organizational dimension information architecture, it will play an effective role in enhancing interaction between the user and the organization. Organizational knowledge is one of the most important resources of an institution, but it is scattered within the institution or in the minds of experienced individuals, making it susceptible to loss, waste, and underutilization. This is why attention has been focused on this research, directed towards specific questions representing the research problem What is the role of organizational dimension information architecture in benefiting the end user? The research hypothesis was the existence of statistically significant differences between the dimensions of information architecture and their impact on the end user.

LITERATURE REVIEW

Information Architecture

Information architecture is a set of principles, concepts, and practices aimed at organizing, designing, and providing information in a suitable and organized manner. Information architecture is considered a fundamental structure designed to enhance the organization and distribution of information, making it more useful, accessible, and understandable to users (Crawford, 2023). It is also defined by (Al-Shahrabli, 2012) as the structure of information and the form it takes within an organization to achieve specific goals and functions, embodied in two types of knowledge: (organizational knowledge and system knowledge). Information

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architecture aims to organize and design the structure and flow of information within an institutional system. It contributes to achieving greater efficiency and improving operational performance by strategically guiding information flows to accomplish goals and enhance decision-making. Information architecture reduces redundancy and inconsistency in information, providing deeper insights into organizational processes and activities, thereby helping to optimize resource utilization and increase organizational efficiency, ultimately leading to cost savings (Barker, 2023).

Objectives of information architecture focus on achieving benefit and continuous utilization of information, enhancing organizational performance, and making better decisions. The following are the main objectives of information architecture:)1(Achieving Information Integration: Achieving integration and effective communication among different information components within the educational institution. (Rajab, 2003)) .2(Providing Accurate and Reliable Information: Providing accurate and reliable information to individuals within the educational institution. (HAYES, 2023).)3(Achieving Quick and Easy Access to Information: Providing easy and immediate access to the required information for users (Raed, 2022) (4) . Supporting Data-Driven Decision-Making: Providing the necessary information for making strategic decisions that serve the educational institution (Asana, 2022) (5). Enhancing Organizational Learning and Innovation: Promoting organizational learning and innovation by sharing knowledge, expertise, and experiences among individuals within the educational institution. (Herbert, 2021). (6) Achieving Efficiency and Cost Reduction: Attaining efficiency in organizational operations and reducing costs. (Estrach, 2022)

Information architecture consists of several dimensions aimed at organizing and coordinating information and knowledge within organizations. These dimensions include:)1(Organizational Knowledge: These dimensions relate to organizing information and knowledge within the institution. They encompass the design and development of information and knowledge structures, including hierarchical organization, classification, role definition, and task distribution. This dimension is adopted in the study to achieve the defined objectives. (Al-Shahbli, 2012)) .2(System Knowledge: These dimensions are associated with the technological systems and tools used in managing information and knowledge. They include the selection and implementation of appropriate systems and applications for storing, organizing, and retrieving information. (Abdulhadi & Bani, 2013)

There are several classifications of organizational knowledge based on the source from which it is derived and the perspective from which it is viewed, as can be clarified as follows (Al-Salami, 2003), (Abdul-Aleem, 2012), and (Al-Harthi, 2022). Firstly: the dimensions of organizational knowledge according to its source are divided into two dimensions:)1(Internal Organizational

Knowledge: This is the knowledge that individuals within the organization develop through their own efforts, relying on their intellectual abilities, mental capacities, various experiences, and expertise. It also includes their interactions with each other and their interactions with external environmental factors.)2(External Organizational Knowledge: This is the knowledge that reaches the organization and is obtained by individuals from external sources. It represents the flow of knowledge that communication and information technologies have facilitated access to. Additionally, a portion of this knowledge is realized through social interactions among individuals. Secondly: Second: The dimensions of organizational knowledge according to its clarity and circulation, and is divided accordingly into two dimensions (Al-Shahrabali, 2012) and (Abdul Hadi and Bani, 2013):)1(Internal Organizational Knowledge: This is the knowledge that pertains to what an individual possesses in terms of technical knowledge, cognitive awareness, and behavioral knowledge. It is the knowledge that individuals within the organization store in their minds but do not openly disclose. This hidden knowledge is formed and grows within individuals as a result of study, personal experience, intuition, personal judgment, and the experiences they have gone through.) 2(External Organizational Knowledge (Explicit Knowledge): This refers to the knowledge that can be shared with other individuals within the organization and can thus be transferred to others in the form of documents, interviews, or other means. This knowledge is related to the data and explicit information that can be obtained and stored in the organization's files and records, and it is often associated with the organization's policies

The application of organizational knowledge management requires the organization to prepare its environment for maximum utilization of knowledge. In general, such an environment necessitates the following elements (Al-Salami, 2003), (Abdul-Aleem, 2012) and (Al-Harithi, 2022) :)1(Organizational Culture: Organizational culture is one of the important and necessary factors for the success of any managerial concept, including organizational knowledge. The culture of an organization reflects the environment in which business decisions are made and executed. An organization driven by knowledge should be flexible and possess a collaborative culture to facilitate the free flow of information and enable knowledge generation (Moukaddem, 2014; Al Somaidace, & AL-Zubaidi, 2021)) . 2(Organizational Leadership: Organizational knowledge management revolves around creating an environment within the organization that fosters knowledge generation and sharing. In such an organization, the leader plays the roles of a teacher, designer, trainer, and supervisor simultaneously (Al-Khashab, 2012).) 3(Organizational Structure: It is considered one of the fundamental requirements for organizational knowledge management. Therefore, designing the most suitable organizational structure for knowledge management is essential. This structure should promote greater independence in

decision-making and foster a team spirit. The most suitable structures are those that help nurture a team-oriented approach, characterized by dynamism and flexibility, to ensure the continuous flow and sharing of knowledge at all levels of the system (Ahmed and Morsi, 2012)) 4(Information Technology: Modern technology plays a crucial role in enhancing the performance of educational institutions by providing timely information and bolstering the role of information in decision-making. Technology offers a diverse range of advanced tools that significantly contribute to the implementation of organizational knowledge management systems and accelerate the transfer and sharing of information. Furthermore, it facilitates easy access to internal and external sources of organizational information and knowledge, making information technology one of the key factors enabling organizations to build and produce organizational knowledge (Al-Ziyoud, 2012)

End User

The end user is defined as the individual or entity that benefits from information and knowledge related to practices, procedures, and regulatory standards within an organization or entity. This includes individuals or entities that utilize this knowledge to ensure compliance with laws and regulations, improve organizational performance, enhance safety and security, and mitigate risks (marketing-glossary, 2023). It is defined by Cambridge (2023) as the person who uses the product or service or ultimately benefits from the knowledge provided. The end users of organizational knowledge can be identified as follows: (1)Executive Managers and Senior Leaders: They benefit from organizational knowledge to guide specific policies, make strategic decisions, and plan for the future. (2) Employees: They benefit from organizational knowledge to understand their responsibilities, duties, existing procedures, and professional standards in the workplace environment.(3) Risk Management: They analyze risks and implement compliance strategies to ensure adherence to laws and regulatory instructions.(4) Society: They benefit from organizational knowledge to enhance trust, transparency, ensure community safety, and promote public interest.(5) Students: They benefit from organizational knowledge to understand academic program requirements and administrative requirements, enhancing their academic and educational experience. (6) Faculty and Researchers: They benefit from organizational knowledge to understand policies and procedures related to teaching, research, and assessment, improving academic performance and curriculum development.

(Yale,2023; HAYES, 2023; Rohn, 2023) mention that there are several objectives that end users seek to achieve, including the following: (1) Achieving Effectiveness and Productivity: End users aim to use the product or service in a way that enhances their efficiency and productivity at work. This may include the ability to complete tasks more quickly, improve the efficiency of tools, or achieve specific goals(2) . Meeting Needs: End users want to use

the product or service to meet their personal needs and desires. This could involve advancing scientific research by developing scientific studies and contributing to knowledge enrichment in their respective fields, as well as applying the results of this research in society. (3) Improving Service Quality: Enhancing the quality of services provided within the educational institution, whether they are educational or administrative services, by improving processes and developing policies and procedures (4) .Achieving User Satisfaction: Academics and researchers aim to develop effective learning and teaching strategies that align with students' needs and academic preferences, thereby enhancing students' skills. (6)Enhancing Communication: End users seek to improve the communication process among members of the institution, whether through the use of technology or by building bridges for effective communication and interaction.

In the context of Information Architecture, with an organizational dimension, several dimensions for the end-user can be identified. These dimensions include (HAYES, 2023) and (Al-Bunyan, 2017): (1) Internal and External Users: Internal beneficiaries can be distinguished from external beneficiaries. Internal beneficiaries are individuals or groups affiliated with the organization itself, benefiting from knowledge sharing and exchange within the organization. External beneficiaries, on the other hand, are other parties such as customers, partners, and the local community who benefit from the organization's shared organizational knowledge.(2) Organizational Performance: Refers to how the end-user benefits from organizational knowledge to improve the overall performance of the organization. This includes achieving organizational goals, improving processes, enhancing innovation, skill development, and increasing productivity. (3) Enhancing Flexibility and Adaptation: This dimension involves the end-user leveraging organizational knowledge to achieve flexibility and adaptability to internal and external changes. It includes the ability to learn quickly, adapt to changing conditions, make intelligent decisions, and apply appropriate strategies. (4) Individual Performance Improvement: This dimension relates to how the end-user benefits from organizational knowledge to enhance personal performance, develop skills, and increase effectiveness at work. This includes learning new skills, improving communication, leadership abilities, and fostering innovation. (5) Achieving Mutual Benefit: This dimension signifies the end-user's use of organizational knowledge to achieve mutual benefit between the organization and other parties. It includes collaboration, partnership, and knowledge exchange with other parties to achieve common goals and promote innovation and sustainable development.

Information architecture plays a crucial role in benefiting users and enhancing their experience. Here are some key roles that information architecture plays in achieving benefits (Bradford, 2023) and (Fitzgerald, 2022)and (Rizky and Rabah, 2018) (1). Information Organization:

Information architecture helps systematically and structurally organize information and data. By defining, classifying, and aggregating information in an organized manner, users can easily and quickly find information, thereby realizing its benefits. (2) Providing Ease of Access: Information architecture aims to provide easy access to important information. This includes designing user-friendly interfaces suitable for the purpose, offering efficient and organized navigation, and improving search and browse processes. (3) Enhancing User Experience: Information architecture design contributes to improving the user experience by providing a logical organization and consistent structure for information. This helps users understand the system and interact with it more easily and smoothly. (4) Guiding Users: Information architecture assists in guiding users and providing them with the necessary guidance in using a product or service. This can be achieved through effective and instructional user interface designs and providing guiding and explanatory information to users. (5) Facilitating Decision-Making: Information architecture can enhance users' ability to make informed and wise decisions. By organizing and providing relevant and useful information, along with powerful insights and analytics, users can make appropriate decisions and maximize benefits (Alsomaidae *et al.*, 2023).

METHODOLOGY

The researcher followed the descriptive approach in an attempt to achieve a precise understanding of the elements of the problem and to gain a better and more accurate understanding for the development of future policies and

procedures (Al-Dabbagh, 2013). Additionally, the study adopted the analytical method within the descriptive approach because description is one of the fundamental processes in scientific research (Turki, 2008). The study employed various methods, which can be explained as follows: Qualitative methods included opinion surveys and questionnaires, while quantitative methods encompassed percentage testing, weighted mean, standard deviation, Pearson correlation coefficient, and relative weight. As for the research community and the sample, a purposive sample was selected from the faculty members at Al-Imam Al-Azam University, totaling (35) individuals. Multiple data collection tools were utilized, including books, journals, conferences, articles, foreign and Arabic academic studies, as well as the Iraqi virtual library. The research boundaries were framed as follows: (1) Spatial boundaries: Al-Imam Al-Azam University. (2) Temporal boundaries: 2023. (3) Subject boundaries: Information architecture, organizational knowledge, end-users.

RESULTS AND DISCUSSION

First: Analyzing the results related to the perceptions and responses of the study participants regarding the axis of information architecture with its dimension (organizational knowledge).

To assess the reality of organizational knowledge at Al-Imam Al-Azam University, we will calculate the arithmetic means and standard deviations of the study participants' responses to the paragraphs representing the axis of organizational knowledge, according to the following table:

Table 1: Analysis of Dimensions of Organizational Knowledge

S	Paragraphs	Answer Level			Celsius weight	Standard deviation	Weighted arithmetic mean
		Agree	Neutral	disagree			
Organizational Culture							
1	Encouraging employees to generate creative and innovative ideas	16	14	5	2.31	0.71	77%
2	Motivating employees to develop their skills and translate them into knowledge to be used	19	12	4	2.42	0.69	81%
3	Recognize, detect, correct and consider errors as a source of learning	12	17	6	2.17	0.70	72%
					2.30	0.70	77%
Administrative Leadership							
4	Allow participating of employees in -making decisions at all organizational levels	12	13	10	2.05	0.80	68%
5	Providing opportunities for continuous learning among employees	26	9		2.74	0.44	91%
6	The ability to influence subordinates	10	16	9	2.02	0.74	67%
					2.27	0.66	76%
Information technology							
7	Providing an internal information network to access databases	21	13	1	2.57	0.55	86%

8	The institution is interested in spending on everything related to the development of the information side	20	10	5	2.42	0.73	81%
9	Providing specialized electronic forums that contribute to the documentation and exchange of knowledge.	22	9	4	2.51	0.70	84%
					2.50	0.66	83%
Organizational Structure							
10	Focus on teamwork rather than individual work	23	11	1	2.62	0.54	87%
11	Decentralization of work, which provides the opportunity to share knowledge among workers	26	18	26	2	0.87	67%
12	Providing an organizational structure that allows the flow of knowledge and information in all directions	14	14	7	2.2	0.75	73%
					2.27	0.72	76%

Table (1) indicates the presence of four variables that are of benefit to the end user (the field of study: organizational culture, managerial leadership, information technology, organizational structure). The total number of items for these variables is (15) items, with the details as follows: Organizational Culture: Table (1) shows that the overall weighted mean for the total items of organizational culture was (2.30), with a standard deviation of (0.70), indicating the extent of consistency in the sample's responses towards this variable. The weighted percentage for the total items of organizational culture was (77%). Paragraph (2), related to "Motivating employees to develop their skills and translate them into usable knowledge," had the highest arithmetic mean of (2.42) and a standard deviation of (0.69), while the weighted percentage was (81%). In contrast, paragraph (3), which pertains to "Recognizing mistakes, discovering them, correcting them, and considering them a source of learning," had the lowest arithmetic mean of (2.17) and a standard deviation of (0.70), with a weighted percentage of (72%).

Table (1) reveals that the overall weighted mean for the total items of administrative leadership was (2.27), with a standard deviation of (0.66), indicating the extent of consistency in the sample's responses towards this variable. The weighted percentage for the total items of administrative leadership was (72%). Paragraph (7), related to "Providing continuous learning opportunities for employees," had the highest arithmetic mean of (2.74) and a standard deviation of (0.44), with a weighted percentage of (91%). In contrast, paragraph (9), which pertains to "The ability to influence subordinates," had the lowest arithmetic mean of (2.02) and a standard deviation of (0.74), with a weighted percentage of (67%). Information Technology: Table (1) shows that the overall weighted mean for the total items of information technology was (2.50), with a standard deviation of (0.66), indicating the extent of consistency in the sample's responses towards

this variable. The weighted percentage for the total items of information technology was (83%). Paragraph (10), related to "Providing an internal information network for accessing databases," had the highest arithmetic mean of (2.57) and a standard deviation of (0.55), with a weighted percentage of (91%). In contrast, paragraph (11), which pertains to "The organization's commitment to spending on anything related to information development," had the lowest arithmetic mean of (2.42) and a standard deviation of (0.73), with a weighted percentage of (81%). Organizational Structure: Table (1) reveals that the overall weighted mean for the total items of organizational structure was (2.27), with a standard deviation of (0.72), indicating the extent of consistency in the sample's responses towards this variable. The weighted percentage for the total items of organizational structure was (76%). Paragraph (13), related to "Emphasizing teamwork over individual work," had the highest arithmetic mean of (2.62) and a standard deviation of (0.54), with a weighted percentage of (87%). In contrast, paragraph (14), which pertains to "Decentralization of work and the opportunity for knowledge sharing among employees," had the lowest arithmetic mean of (2) and a standard deviation of (0.87), with a weighted percentage of (67%).

To understand the reality of the "end user" at Al-Imam Al-Azam University, we will calculate the arithmetic means and standard deviations of the study participants' responses to the paragraphs representing the axis of the end user. This process will help us gain a comprehensive understanding of the extent of interaction and response of the study participants regarding aspects of benefiting the end user at the university.

The table illustrates that in paragraph (11), where the measurement of "achieving user benefit" was conducted, there was variation in the weighted means, standard deviations, and the percentage weight in the study sample. The weighted mean for the overall user benefit variable in the study sample was (2.32), while the standard deviation

Table 2: Analysis of the study sample of the end-user variable

S	End user variables	Answer Level			Celsius weight	Standard deviation	Weighted arithmetic mean
		Agree	Neutral	disagree			
1	The end user benefits from the services provided by the organization	22	13		2.62	0.48	87%
2	Specific mechanisms or procedures exist to ensure that the end user benefits the organization in which they work	19	9	7	2.34	0.80	78%
3	The organization is committed to benefiting the end user	17	18		2.48	0.50	83%
4	There are improvements that the organization can apply to increase the benefit to the end user	15	20		2.42	0.49	81%
5	A strong organizational structure contributes to the benefit of the end user	18	17		2.51	0.50	84%
6	The organization needs periodic monitoring and evaluation to ensure that the benefit is achieved for the end user	6	25	4	2.05	0.53	68%
7	That having a culture of resource development in the organization can enhance the achievement of benefit to the end user		15	12	8	0.17.2.2	73%
8	Effective and transparent communication with end users can enhance the achievement of benefit	12	12	11	2.02	0.69	67%
9	The end user receives appropriate support and services from the organization in which they work	18	13	4	2.4	0.70	80%
10	There are specific strategies to assess the needs of the end user and determine the appropriate services and products for the end user	12	17	6	2.17	0.54	72%
11	Mechanisms exist to collect end-user feedback and use it to improve processes and services	15	16	4	2.31	0.87	77%
					2.32	0.61	77%

(0.61) indicated the extent of variability in the sample responses. The percentage weight for the information technology variable was (77%). By observing the table, the following can be clarified: (1) Paragraph (1) (“The end user benefits from the products or services provided by the organization”) had the highest weighted mean (2.62) with a standard deviation of (0.48), while the percentage weight for this variable was (87%).(2) Paragraph (8) (“Effective and transparent communication with end users can enhance achieving benefit”) had the highest weighted mean (2.02) with a standard deviation of (0.69),

while the percentage weight for this variable was (67%).

Hypothesis Testing

First: Analyzing the Impact of Organizational Culture Index on Achieving User Benefit

Table (3) illustrates the correlation and regression relationship results, showing a strong positive relationship between the organizational knowledge variable (organizational culture) and achieving user benefit. The correlation coefficient (R) value was equal to (0.70), and this can be further elucidated through the following table:

Table 3: Results of Correlation and Regression Relationships

T		F		R2	r
Tabular	Calculated	Tabular	Calculated		
-0.21589	0.418804	0.33567	0.426167	0.49	0.70

From the above table, it is evident that the calculated value (T) (0.42777) is greater than the tabular value (-0.20646) at a confidence level of (95%) with (5) degrees of freedom, supporting the researcher's hypothesis. To further confirm the aforementioned test, an (F) test was conducted, with the calculated value (0.426167) being greater than the tabular value (0.33567) at a confidence level of (95%) and (5) degrees of freedom. This confirms its statistical acceptance.

The explanatory power of the organizational knowledge

variable (organizational culture) (R²) appears to be a good explanatory factor (0.49), indicating that the organizational knowledge variable (organizational culture) influences achieving user benefit by approximately (49%). Table (4) illustrates the results of the correlation and regression relationship, showing a strong positive relationship between the organizational knowledge variable (administrative leadership) and achieving user benefit. The correlation coefficient (R) value was equal to (0.71), and this can be further elucidated through the following table.

Table 4: Results of Correlation and Regression Relationships

T		F		R ²	r
Tabular	Calculated	Tabular	Calculated		
-0.20646	0.42777	0.040317	4.503257	0.51	0.71

Table (4) indicates that the calculated value (T) (0.42777) is greater than the tabular value (-0.20646) at a confidence level of (95%), supporting the researcher's hypothesis. To further confirm the aforementioned test, an (F) test was conducted, with the calculated value (4.503257) being greater than the tabular value (0.040317) at a confidence level of (95%) and (5) degrees of freedom. This confirms its statistical acceptance.

The explanatory power of the organizational knowledge variable (administrative leadership) (R²) appears to

be a good explanatory factor (0.51), indicating that the organizational knowledge variable (administrative leadership) influences achieving user benefit by approximately (49%).

Table (5) illustrates the results of the correlation and regression relationship, showing a strong positive relationship between the organizational knowledge variable (information technology) and achieving user benefit. The correlation coefficient (R) value was equal to (0.82), and this can be further elucidated through the following table:

Table 5: Results of Correlation and Regression Relationships

T		F		R ²	r
Tabular	Calculated	Tabular	Calculated		
1.833113	2.484451	0.141336	0.154723	0.68	0.82

Table (5) indicates that the calculated value (T) (2.484451) is greater than the tabular value (1.833113) at a confidence level of (95%), supporting the researcher's hypothesis. To further confirm the aforementioned test, an (F) test was conducted, with the calculated value (154723) being greater than the tabular value (0.141336) at a confidence level of (95%) and (5) degrees of freedom. This confirms its statistical acceptance.

The explanatory power of the organizational knowledge variable (information technology) (R²) appears to

be a strong explanatory factor (0.82), indicating that the organizational knowledge variable (information technology) influences achieving user benefit significantly, accounting for approximately. (82%)

Table (6) illustrates the results of the correlation and regression relationship, showing a strong positive relationship between the organizational knowledge variable (organizational structure) and achieving user benefit. The correlation coefficient (R) value was equal to (0.53), and this can be further elucidated through the following table:

Table 6: Results of Correlation and Regression Relationships

T		F		R ²	r
Tabular	Calculated	Tabular	Calculated		
-0.24351	0.83031	0.114106	2.71806	0.54	0.53

Table (6) indicates that the calculated value (T) (0.83031) is greater than the tabular value (0.2435) at a confidence level of (95%), supporting the researcher's hypothesis. To further confirm the aforementioned test, an (F) test was conducted, with the calculated value (2.71806) being greater than the tabular value (0.114106) at a confidence level of (95%) and (5) degrees of freedom. This confirms its statistical acceptance.

The explanatory power of the organizational knowledge variable (organizational structure) (R²) appears to be a good explanatory factor (0.54), indicating that the organizational knowledge variable (organizational structure) influences achieving user benefit by approximately (54%).

These results indicate, in their content, the of indicated that there is a statistically significant impact between the elements of organizational knowledge as one of the

dimensions of information architecture. Information technology emerged as the most influential, while organizational culture had the least impact on achieving user benefit. Descriptive statistics show the presence of a statistically significant positive correlation between organizational knowledge and achieving user benefit, with a correlation coefficient of (0.70). This means that as organizational culture increases, user benefit also increases. The explanatory power of the organizational knowledge variable (organizational culture) (R^2) appears to be a good explanatory factor (0.49), indicating that the organizational knowledge variable (organizational culture) influences achieving user benefit by approximately (49%).

It was demonstrated that there is a statistically significant positive correlation between administrative leadership and achieving user benefit, with a correlation coefficient of (0.71). This means that as administrative leadership increases, user benefit also increases. The explanatory power of the organizational knowledge variable (administrative leadership) (R^2) appears to be a good explanatory factor (0.49), indicating that the organizational knowledge variable (administrative leadership) influences achieving user benefit by approximately (51%).

The study confirmed the presence of a statistically significant positive correlation between information technology and achieving user benefit, with a correlation coefficient of (0.68). This means that as information technology in the organization increases, user benefit also increases. The explanatory power of the organizational knowledge variable (information technology) (R^2) appears to be a good explanatory factor (0.49), indicating that the organizational knowledge variable (information technology) influences achieving user benefit by approximately (82%).

Decentralization in work, which allows for knowledge sharing among employees, is a contributing factor. The study confirmed the presence of a statistically significant positive correlation between organizational structure and achieving user benefit, with a correlation coefficient of (0.53). This means that as organizational structure improves within the organization, user benefit also increases. The explanatory power of the organizational knowledge variable (organizational structure) (R^2) appears to be a good explanatory factor (0.49), indicating that the organizational knowledge variable (organizational structure) influences achieving user benefit by approximately (54%).

The results of tracking the stages of organizational knowledge formation at the College of Imam Al-Azam University, from the perspective of the study sample, showed strength in the aspect of “providing continuous learning opportunities among employees” for knowledge exchange within the variable of administrative leadership. The achievement rate in this area was 91%, with an average score of 2.74 and a standard deviation of 0.44. On the other hand, “decentralization in work, which allows for knowledge sharing among employees,” one of the elements of the organizational structure variable, was perceived as weaker by the study sample, with a weight of 67%. The weighted mean for this element was 2, with a standard deviation of 0.87.

The university should provide various information to individuals (professors and administrators) and facilitate their access to it to enhance creativity, should provide specialized administrative categories to avoid burdening professors who are not in their field of expertise through workshops and the distribution of activities. The necessity of establishing new evaluation policies that assess the contribution of managers in enhancing the organizational knowledge assets of the institution and their ability to motivate others to participate in knowledge sharing. Establish a modern communication network between university units and its branches with high-speed information transfer and provide them with necessary security measures. Developing the performance of academic leaders at the university in the field of knowledge management and planning for their training through the preparation of a training program that includes how to create knowledge, plan its stages, and develop it among employees.

CONCLUSION

This study represents an important investigation into the influence of various factors in the field of organizational knowledge on achieving benefits to the end user in the context of organizations. According to the study data, there is a positive and strong effect of information technology on achieving benefit, while organizational culture had a lesser effect. Therefore, the institution must strengthen and develop organizational culture. It can effectively contribute to achieving the desired goals and increase the benefit to end users. Moreover, these results can be used as a basis for improving knowledge management strategies and applying organizational best practices that enhance learning and development within organizations. Understanding the depth of the relationship between organizational knowledge and achieving benefit for the end user can contribute to improving the performance of organizations and enhancing their competitiveness in the information age. Therefore, this research indicates the importance of continuing research and investigation in this field to achieve a deeper understanding and better application of cognitive concepts in the context of organization. The study emphasizes the importance of enhancing administrative leadership skills and competencies, which can have a significant impact on achieving benefit and success in the context of the organization. Therefore, this indicates the importance of continuing investment in developing and improving the skills of administrative leaders to ensure excellence and sustainability in changing institutional environments. This research shows that information technology plays a crucial role in achieving success and excellence in institutional environments. In addition, the focus on decentralizing work and empowering knowledge among employees shows additional importance for making the most of information technology and enhancing the organization's development.

Evaluating the stages of organizational knowledge formation in the college showed that there is strength

in providing continuous learning opportunities among employees, which reflects dedication to enhancing knowledge exchange. However, the weakness of the decentralization clause in work indicates a need to improve dedication to encourage knowledge sharing among employees. The current study enhances creativity among individuals, whether they are professors or administrative employees. Making information available and easy to access can contribute significantly to the development and improvement of academic and administrative processes. In addition, new evaluation policies can be developed that encourage managers' participation in enhancing the organization's knowledge assets and motivating others to disseminate and share knowledge. It can contribute to enhancing continuous learning and motivating individuals to participate effectively in achieving the university's goals. Finally, the university must invest in building a modern and secure communications network linking its units and branches. It also contributes to facilitating the transfer of information at high speed and ensuring its security. You can rely on the Internet and adopt strong security methods to protect sensitive information and data.

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