



مجلة كلية التربية للعلوم الإنسانية

مجلة علمية فصلية محكمة تصدرها كلية التربية للعلوم الإنسانية جامعة ذي قار

المجلد الثالث عشر العدد الثاني 2023

ISSN:2707-5672

هيئة التحرير

أ.م.د احمد عبد الكاظم لجلاج
مدير التحرير

أ.د انعام قاسم خفيف
رئيس هيئة التحرير

الاختصاص	الجامعة	الاسم	ت
طرائق تدريس	جامعة بغداد	أ.د. سعد علي زاير	1
اللغة العربية	جامعة ذي قار	أ.د. مصطفى لطيف عارف	2
علم النفس	جامعة كربلاء	أ.د. حيدر حسن اليعقوبي	3
اللغة الانكليزية	جامعة ذي قار	أ.د. عماد ابراهيم داود	4
علم النفس	جامعة عمان	أ.د. صلاح الدين احمد	5
الجغرافية	جامعة اسيوط	أ.د. حسام الدين جاد الرب احمد	6
التاريخ	جامعة صفاقس/تونس	أ.د. عثمان برهومي	7
التاريخ	جامعة ذي قار	أ.م.د. حيدر عبد الجليل عبد الحسين	8
ارشاد تربوي	جامعة البصرة	أ.د. فاضل عبد الزهرة مزعل	9
الجغرافية	جامعة ذي قار	أ.م. انتصار سكر خيون	10
الإشراف اللغوي			
		م.د اسعد رزاق يوسف	اللغة العربية
		م.د حسن كاظم حسن	اللغة الانجليزية
ادارة النظام الإلكتروني: م.م محمد كاظم			
الإخراج الفني: م. علي سلمان الشويلي			

المحتويات

ت	اسم الباحث وعنوان البحث
1	الإمام علي بن أبي طالب (عليه السلام) وبعثته الى اليمن في عصر الرسالة م. م. دعاء خليل ابراهيم الزيدي
2	تقييم جودة القدرات البحثية للجامعات العراقية (دراسة تحليلية) المدرس الدكتور أحمد كنعان سليمان
3	الابعاد النسقية للخطاب السلطوي وتمثلاتها في شعر ابن حمديس الصقلي أ. د. حسين مجيد رستم الحصونة جاسم نافع عمير
4	تباين كثافة النقل سيارات نقل الركاب على الطرق الجنوبية في قضاء الشطرة لعام 2022 عبد داخل ناھي أ.د. أسعد عباس هندي الأسدي
5	اثر التغير المناخي في تغير عدد ايام بقاء الامواج الهوائية المستعرضة فوق العراق مروه ستار جبار التميمي الاستاذ الدكتور عزيز كويتي الحسيناوي
6	الاتصال والانفصال بين الفعل والفاعل في النحو العربي شيماء حسين صحن أ.د. أسعد خلف العوادي
7	تعارض كتب الأغلاط مع التطور الدلالي لبعض الألفاظ العربية م.د.د. مجيد بدر ناصر
8	المناعة الفكرية لدى طلبة الجامعة دعاء صادق عادل الزيدي م.د.د. عبد الخالق خضير عليوي
9	لنموذج العامل في كتاب مرزبان نامه حكاية (في ذكر الغنز المحتال والكلب الزكي) انموذجاً أزهار جبار حمد أ.د. ضياء غني العبودي
10	الملك خايمي الأول دراسة في سياسته الداخلية والخارجية (605 - 675هـ / 1208-1276م) م.د. حيدر ناجي مطلق
11	حكم الحدود قبل التوبة وبعدها وقبل انكار الاقرار في الفقه الاسلامي الدكتور محمد نوزري فردوسيه محمد مجيد عباس

12	الخصائص السكانية لمدينة ابي الخصيب زينب عبد الوهاب احمد المياحي
13	شعرية التواصل في مفهوم نظرية جاكسون م . م . بشار هبر كاظم
14	أثر الصدق في تشكُّل الخطاب وصية النبي صلى الله عليه وآله وسلم لأبي ذر الغفاريّ أنموذجاً أ.م. د أحمد حسين حيال
15	أثر القرآن الكريم في تطور الدرس البلاغي العربي حورية بن يطو
16	تطور فهم الأطفال للسخرية اللفظية أسامة سعدي شكر أ.م.د. هدى كامل منصور
17	الآراء الموضوعية للمستشرق جورج سيل في سيرة الرسول محمد (ص) في مقدمته التاريخية لترجمته للقران الكريم أ.م.د. حيدر مجيد حسين العلي
18	البرنامج النووي الصيني وسياسة الولايات المتحدة الاميركية تجاهه (1955-1964) دراسة تاريخية في ضوء الوثائق الاميركية م . م . ظفار محمد يحيى البزوني
19	التباين المكاني للعوامل المؤثرة في تنظيم الأسرة في قضاء الرفاعي م . د . ضلال منذر منعر الحسناوي
20	العوامل الخمسة الكبرى للشخصية لدى المشرفين التربويين خالدة كاظم جهاد أ.د انعام قاسم الصريفي
21	موقف الفقهاء من الخلافة الأموية م.د. نازدار عبدالله المفتي
22	الرواية القصيرة بين الأصالة والهجنة والاتباع م.م. عمار إبراهيم عزت أ.د. فوزية لعيوس غازي الجابري
23	((السيد مرتضى علم الهدى اهرمي قائد الحركة الدستورية في مدينة بوشهرودوره في ايران من 1905 - 1915)) أحمد علي رداد الصريفي نهلة نعيم عبد العالي

24	المخفي والمعلن في خلاصات السبعين لكاظم الحجاج (أزمة الشاعر الانسان في زمن الأزمات) هالة فتحي كاظم
25	منظمة الأمم المتحدة نشأتها - أعضائها - ودورها الاقليمي والدولي الاستاذ المساعد الدكتور فاضل عبدعلي حسن
26	بيئة حلب الترفيهية عند شعراء الدولة الحمدانية أ.د. عباس جخيور سدخان الوائلي م.م. زينب ريسان حميد الشمخاوي
27	اثر بعض الخصائص المناخية وامراض الجهاز التنفسي في مدينة الناصرية أ. م. د. . يونس كامل علي دعاء عودة لفته
28	أثر جرائم المخدرات في الأمن الإنساني العراقي الأمن الاجتماعي إنموذجاً ماهر حيدر نعيم الجابري أ . د لطيف كامل كليوي
29	ذكر اسماء الحيوان في القرآن الكريم دراسة احصائية تفسيرية م.م. قصي حسن حميد
30	النكتة قناعاً ثقافياً ناجي عباس مطر
31	نجاح الإدارة المدرسية الناجحة في المدارس الثانوية الحكومية من عند المرشدين التربويين م. م شهاب كاظم جواد
32	اثر التغيرات المناخية في مساحة المراعي الطبيعية في العراق وانعكاسها في تربية الأغنام أ م د فهد احمد فرحان العامود
33	نظم المعلومات الادارية ودورها في الابداع الاداري لمديري المدارس العراقية د. مريم اسلام بناه احمد هداد عبد
34	(المرتکز الفلسفي لتقنين السلوك الجمعي في فكر أئمة أهل البيت -ع-) الباحثة: زينب حازم كشييش أ.د. حميد سراج جابر
35	التلطف في خطابات الحرب تحليل مبادئ مرزوقه شريف عبد رميح هاني كامل العبادي

من ما بعد الحداثة إلى ما بعد الحداثة: جمالية الثقة في أجساد إسحاق ماريون الدافئة م. د. عمار علي كريم	36
تقويم الأوراق البحثية لطلبة الماجستير في اللسانيات خلال فترة جائحه كورونا وما بعدها : دراسة مقارنة الأستاذ المساعد الدكتور حسن كاظم حسن	37

Management information systems and their role in the administrative creativity of Iraqi school principals

Dr. Maryam Islam Banah

eslampanahmary@gmail.com

Ahmed Haddad Abed

ahmed1980202343@gmail.com

Islamic Azad University Kermanshah Branch –IRAN

Keywords: management information systems, administrative creativity, school principals

Abstract

This study aimed to discuss management information systems and their role in the administrative creativity of school principals in Iraq, and due to the rapid and successive developments that the world. On the other hand, we find that the intensification of competition and the challenges facing the school environment today have become many, which prompted school administrations to accelerate the development of their programs to keep pace with management information systems in the era of globalization and the clear interest in administrative creativity to develop educational staff. Based on the foregoing, this study is directed to study the indicators of the role of management information systems and their role in the administrative creativity of school principals in Iraq. The study indicated the need to build a theoretical and field framework for the impact of indicators of management information systems in achieving administrative development for school principals, as well as analyzing that relationship and the impact of those dimensions and variables, and providing recommendations, among them, for the responsible authorities to work to raise the level of efficiency and development of school principals and to include them in training courses to raise their efficiency. In the use of management information systems in schools, and the investment of managers with the most experience in cooperation to manage new schools, and encourage them to apply and design strategies for creative work and pay attention to the role that management information systems play in improving the administrative creativity of school principals, and provide modern computers with high specifications for school administrations. The study also included a number of proposals for school principals and researchers in this field in the future.

نظم المعلومات الادارية ودورها في الابداع الاداري لمديري المدارس العراقية

احمد هداد عبد

د. مريم اسلام بناه

eslampanahmary@gmail.com

ahmed1980202343@gmail.com

جامعة آزاد الإسلامية فرع كرمنشاه، إيران

الكلمات المفتاحية: نظم المعلومات الإدارية، الإبداع الإداري، مديري المدارس

المخلص

هدفت هذه الدراسة إلى مناقشة نظم المعلومات الإدارية ودورها في الإبداع الإداري لمديري المدارس في العراق، وذلك بسبب التطورات السريعة والمتتالية التي يشهدها العالم. من ناحية أخرى نجد أن اشتداد المنافسة والتحديات التي تواجه البيئة المدرسية اليوم أصبحت كثيرة، الأمر الذي دفع الإدارات المدرسية إلى الإسراع في تطوير برامجها لتواكب نظم المعلومات الإدارية في عصر العولمة الواضح. والاهتمام بالإبداع الإداري لتطوير الكادر التربوي. وبناء على ما تقدم فإن هذه الدراسة موجهة لدراسة مؤشرات دور نظم المعلومات الإدارية ودورها في الابداع الاداري لمديري المدارس في العراق. وأشارت الدراسة إلى ضرورة بناء إطار نظري وميداني لتأثير مؤشرات نظم المعلومات الإدارية في تحقيق التطوير الإداري لمديري المدارس، وكذلك تحليل تلك العلاقة وأثر تلك الأبعاد والمتغيرات، وتقديم التوصيات فيما بينها. على الجهات المسؤولة العمل على رفع مستوى كفاءة وتطوير مديري المدارس وإشراكهم في الدورات التدريبية لرفع كفاءتهم. في استخدام نظم المعلومات الإدارية في المدارس، واستثمار المديرين ذوي الخبرة الأكبر في التعاون لإدارة المدارس الجديدة، وتشجيعهم على تطبيق وتصميم استراتيجيات العمل الإبداعي والاهتمام بالدور الذي تلعبه نظم المعلومات الإدارية في تحسين الإبداع الإداري لمديري المدارس، وتزويد أجهزة الكمبيوتر الحديثة بمواصفات عالية لإدارات المدارس، كما تضمنت الدراسة عدداً من المقترحات لمديري المدارس والباحثين في هذا المجال في المستقبل.

Introduction

Management information systems are considered one of the most important information systems because they provided great and tangible assistance to individuals, management and business organizations to deal with information, in order to develop administrative performance. And the intensification of competition and the challenges facing companies today have become many, so attention should be paid to the role of information systems in relation to management and its role in administrative creativity and computer-based information systems and the use of modern information technologies that have brought about a remarkable change in the field of management with its various functions, so it is no longer the possession of an administrative information system The decisive factor in the success of organizations and their achievement of competitive advantage is not only, but there are many aspects that should be taken into account, the most important of which are the indicators of the success of the management information system. It is prominent in improving and developing departmental skills and administrative creativity. Hence, this study is an attempt to deal with management information systems and their role in administrative creativity for Iraqi school principals, because of their clear impact in helping principals in facing many problems and providing them with appropriate solutions.

I chose this research in order to increase my knowledge about the administrative system and the importance of administrative information and its role in the administrative creativity of Iraqi school principals.

The first axis

The concept of management information system

We understand from the meaning of the management information system that the responsible manager must look at the establishment as a group of secondary systems or a series of secondary systems, each of which alone is an integrated system with its inputs, operations and outputs. (Judge, Fouad, 1980, 60).

(Al-Zoubi, 2004) believes that: “Information systems are a system that consists of a set of interrelated parts (information, personnel, equipment, and procedures) that work together in a coordinated manner through a set of regular operations (collection, storage, processing, analysis). Displaying the outputs in different forms so that these outputs support the beneficiaries of the system to facilitate the carrying out of their various work.

Management information systems can be classified according to the administrative tasks that are related to the administrative tasks that will be addressed, which will take place between the head of the department and the directors of his departments. Before classifying the systems, we have to get acquainted with the system, management, and information.

System definition: A group of interconnected parts, and these parts may be processes or components. The components may be: a person, a group, an institution, or a specific thing.

- Management can be defined as: the art of doing business through others.

- Information: The data that is processed so that it has a certain significance, and this data should be processed and modified in one way or another so that it can be transformed into what is called information (Salami, 1997).

The use of mathematical and statistical methods in analyzing information makes the decision-making process more developed for management.

The methods used in the quantitative analysis of information are called operations research. These methods are used in analyzing information about decisions that have certain characteristics, such as general and operational planning decisions.

In some of these cases, some factors are known or confirmed, for example, storage, production costs, and demand for the product can be determined for warehouse management in most cases.

And sometimes there are factors, such as different sales.

(Ghassan , 2008) indicates that sometimes the basic factors are completely unknown, such as the manager's inability to identify customers or the demand for a specific new plan implemented by the company. The information systems used in these cases are systems to support administrative decisions. The system uses complex models that work on the manager in the process of evaluating the available alternatives, and it also uses symbols and mathematical coefficients, and we understand from the meaning of the management information system that the responsible manager must look at the establishment as a group of secondary systems or a series of secondary systems, each of which is on its own an integrated system with its inputs and operations And its outputs, for example, production enters the raw materials (inputs) and places them to produce the commodity ready for sale (outputs).

Each secondary system depends on the first secondary system. The outputs of one of these systems are the inputs required for another secondary system. Each secondary system presents a set of information from the other outputs. And it is a group of information with other outputs.

The group of information flowing from the secondary systems is important for the decision-making centers at work, if the group of information flowing within the same areas or fields, and entering within the same time dimension within the certainty of looking at it as a flowing information network called (information systems).

Types of management information systems

Management information systems can be classified into several different categories as follows (Farawneh, 2015, p. 210):

1-According to the level of technology prevailing in organizations: non-computerized information systems and computer-based automatic information systems.

2- According to their historical development: data operating systems, management information systems, office information systems, decision support systems, expert systems, artificial intelligence, and cognitive systems.

3-According to administrative or organizational functions: production and manufacturing information systems, marketing information systems, human resource information systems, financing information systems.

4- According to the manager's administrative activities: planning information systems, organization information systems, implementation information systems, control information systems.

5-According to its administrative level (management support systems): senior management support systems or strategic management systems, middle management support systems, operational management support systems.

6-Administrative information support systems according to the number of individuals benefiting from the system: such as individual decision support and collective decision support systems.

Information systems can be classified on the basis of the basic organizational levels, starting from the lowest level and going up to the highest level, as follows:

1-The operational level: which represents the basic base for the movement of the organization and supervises the management of its operations.

2-The administrative level: which includes the middle departments of the organization.

3- The strategic level: which represents the senior management or the strategic business departments.

Elements and components of management information systems

He pointed out (Elayan 2008, p. 282): Management information systems consist of the following elements:

1- Hardware: Any information system that must contain automatic computers, whether personal, medium-sized or large, or a network of various computers.

2- Software: These are the systems by which computers operate and are divided into two parts: they are represented by system software, which means those programs that help to carry out operations such as arranging and retrieving data from memory, system software and various applications that operate the organization's data. These programs are programmed electronically and are prepared in advance. Either System software is obtained from hardware vendors

3- Databases: It is a store that contains data that describes all the events and processes taking place in the organization and is stored in the form of manual or electronic files through which the information system works to convert them into information that is considered important for any information system.

4- Procedures: They are processes that describe and arrange the set of steps, and specific instructions for the completion of computer operations. It is called a system path map, and it explains what must be done.

5- Personnel: They are the main resource for operating and controlling other components, and it is considered one of the most important elements of the system as it analyzes information, develops programs and manages information systems.

More about this source textSource text required for additional translation information

Features of management information systems

1- Management information systems support structural and semi-structural decisions and the level of control and operation.

2- Management information systems are useful in making administrative decisions based on current and past data.

3- Management information systems are considered existing information in the flow of information entering the organization.

4- Management information systems have a limited analytical capacity, and modern systems are very flexible and contain programs (Al-Harith, 2019, p. 46).

Benefits of management information systems:

Management information systems offer many benefits, whether at the level of middle management or at the level of the overall organization:

- 1- Providing information to the different administrative levels.
- 2- Providing information to the various departments in order to issue reports, whether aggregate or detailed, on the organization's various activities
- 3- Preparing appropriate information in a short and timely manner to create appropriate conditions for decision-making.
- 4- Presenting results and activities to the organization to correct any deviations.
- 5- Assisting the administration in making successful and effective decisions by preparing appropriate and timely information.
- 6- Providing the various administrative levels with information when needed for the purpose of exercising their functions in planning, organizing, directing and controlling.
- 7- Preserving the necessary historical data and information, which is considered the basis for its work.
- 8- The ability to issue various accurate reports in their approved forms and in a timely manner for each of the administrative levels, as presented by (Al-Najjar, 2007, p. 55).

The second axis

Administration creativity

Administrative creativity is one of the important and modern topics in administrative sciences, that it has become one of the most important elements of the development process for individuals and institutions alike, and creativity has an important role in the survival and development of the institution, as the organization that does not innovate or develop, its fate, without any doubt, is decline and decay, but It may be demise, as creativity helps institutions to adapt to successive changes and helps them to face multiple and different challenges, and thus achieve competitive advantage. Administrative creativity leads to innovation that makes them advance over others, and this is what requires conscious management that manages the institution with high creativity to achieve the best results. Al-Basil and Jawhar , 2018, p. 26) that it is the ideas and practices presented by managers and employees that aim to find administrative processes, methods and methods that are more efficient and effective in

achieving the objectives of various companies and are more effective in serving society.

Practicing administrative work with different, more positive ideas and methods, which constitutes a positive and favorable work environment and climate for working individuals and work groups, each in the field of the process of continuous generation of new ideas and outstanding performance, or constructive solutions to expected problems inside or outside the organization, by deviating from the usual in these areas and bypassing the traditional In thought and action, in an effort to increase the internal and external efficiency of the organization, its growth and survival, and increase its competitiveness.

Administrative creativity skills:

What is meant by the creative capabilities of the preparations that must be available in people in order to practice types of creative behavior, and summarized them (Abu Abed, 2006) in the following:

1- Fluency: It is the production of the largest number of ideas on a specific topic in a period of time. The creative person is the one who presents a number of ideas on a specific topic in a fixed period of time compared to others, that is, he has the ability to generate ideas easily.

2-Originality: the ability to produce new solutions, as the creator does not repeat the ideas of those around him and does not resort to traditional solutions.

3-Flexibility: the ability to change the state of mind by changing the situation, according to which the person adopts thought patterns capable of changing his state of mind in order to suit the complexity of the creative position.

4- Sensitivity to problems: identifying the size of the problem, its dimensions, its realistic effects, addressing it, seeing the facts as they are, and discovering the relationships between them to work on solving them.

5- Risk: It is the willingness to bear the risks resulting from the actions that the person undertakes when adopting new ideas or methods and adopting responsibility for their results.

6-Analysis: the ability to understand the details and work on dividing the main problems into sub-problems to reorganize and deal with them.

Administrative information systems and administrative creativity:

Management information systems arose as one of the modern methods and the main tools capable of creating creativity within institutions, and information systems are the most important resources of the institution with the rapid and continuous developments in the field of various work (Sivabrovornvatana, at, al, 2005, where it became imperative for management to take care of information and its quality, because Information and its systems are a reason for producing economic value added to the organization, as it is the source of its strength and continuity, if not the most important asset of the organization because it is the backbone of life and development.

(Nissley , 2010, p18) emphasized that business organizations today no longer look at economic gains only, but rather at creating value for them, by taking advantage of the individual and collective creative capabilities that they have, by converting the available information and skills into global competitive capabilities for the organization.

(Thennakoon, 2018, p11) also defined Apple as one of the leading digital product manufacturing companies, as it has an internal communication process and most of its operations are simulated by default, and Apple's information systems technology is distinguished by its competitive position by maintaining the confidentiality of its customers' information within a central database, Which helped innovation and creativity in building its various applications.

Administrative obstacles to administrative creativity

(Al-Shayeb and Abu Hammour, 2011) pointed to several obstacles to administrative creativity, including:

1- Socio-cultural obstacles: Social and cultural factors impede administrative creativity or its development. Social and cultural obstacles may appear in the following areas:

Believing that imagination, meditation and innovation are a waste of time and effort.

Preferring imitation over change and innovation.

-Fear of society's punishment when bringing everything new.

-Following bad habits in the family and society.

Closing in on oneself and not opening up to other societies.

Sticking to old ideas and not moving towards the future.

2-Economic obstacles: These are represented in the following areas:

-Exacerbation of external indebtedness problems and economic decline.

Population explosion, which negatively affects the status of institutions.

Competitive advantage among institutions.

3-Administrative obstacles: These obstacles are represented in the following:

Confidentially making change and reorganization decisions.

Imposing absolute control over workers.

The researcher points out that the obstacles vary and exceed according to the work-related environments, sometimes related to increasing pressures on workers, not giving employees their rights and reducing them, and sometimes through the disregard of managers for the ideas of workers and not giving them importance, in addition to reducing teamwork, and accordingly, the responsibility of the information systems that It contributes to overcoming the obstacles and difficulties it faces so that it can be overcome, to ensure the continuity of creativity in it and in the staff working in the institution, and to emphasize its development and development.

Third axis

The school administration

School management is a branch of educational administration, and it is one of the new educational fields, which was imposed by the need to develop the educational process, as the work of school administration is closely related to the objectives of educational work. The concept of school administration has developed rapidly during the past decades, thanks to the development that occurred in management concepts And the multiplicity of research in the field of education and school administration.

(Atiwi, 2010, p. 18) defines school management as: “It is all the efforts and activities undertaken by the school principal and his assistants to achieve the educational goals through administrative processes that are planning, organizing, directing, follow-up, supervision, evaluation, decision-making, communication and human relations to invest all available material and human capabilities.”

The emergence of the school in its contemporary organization means the establishment of a new or modern administration capable of managing modern education in keeping with the development of society and achieving its goals, in addition to anticipating the future and preparing for its requirements.

School management tasks

The school administration increases contact and participation with the activities of the community in which it is located, studies the problems of society and tries to improve life in it, in addition to its relationship to the transfer of cultural heritage and highlighting the individuality of its students, and confirms (Shenouda, 1986, p. Achieving the goals of education, so the school administration is not just carrying out administrative functions only, but the educational and educational technical functions represent the backbone of the school administration and its backbone.

The most important functions of the school administration can be clarified by defining the duties of the school principal as the principal responsible for the school administration (Atiwi, 2010, pp. 20-22), including:

- 1- Organizing, managing and coordinating school work.
- 2-Supervising the school activity program.
- 3-Professional leadership of teachers and success at work.
- 4- Guiding students and helping them adapt.
- 5-Public relations and work with the environment.
- 6-Written work and correspondence.
- 7-Policy development, decision-making and implementation.
- 8- Delegation of authority and responsibilities.

- 9- Improving the curriculum and the educational process
- 10- Evaluation of the educational process.
- 11-Organizing and managing meetings.
- 12-Forming school councils and committees and supervising them.
- 13-Maintenance of the school building.
- 14- Maintaining official working hours and organizing official communications.
- 15-Managing the financial affairs of the school.

The role of management information systems in the administrative creativity of managers

1- The concept of systems and administrative organization:

From an administrative point of view: Theories and jurisprudence with regard to administrative organization agree that business planning needs an organization through which goals are translated into actions and achievements and tries to contribute to providing what can be achieved with the highest level of adequacy. The administrative organization of any organization is considered a man-made social system (Al-Hawari, 1966).

Administrative organization in its scientific and practical content means that it is a stage that follows administrative planning in order to organize work on the basis of its flow during the stage of transforming goals into planned achievements. These jobs, for the desired goals through the cooperation of individuals within the organizational structure and the creation of an atmosphere free from human conflicts created by work and groups. Perhaps the most important requirements of the administrative organization is to fuse all efforts within the organization and coordinate them to a degree that prevents any friction.

In terms of systems: according to the systems approach, the manager has to look at the business enterprise not on the basis that it contains a number of separate units, but on the basis that these units are interrelated so that they form a total system for the organization. Hence, the manager must be well aware of the relationships that bind between these units and parts and to have the ability to

predict the overlap and interaction between them and highlight the role of individuals and functions so that this allows each part of the system to perform its role in achieving the main goal of the organization. This integration may take a horizontal Eurasian form, and if we realize that horizontal integration may be difficult to achieve.

2-The concept of systems and administrative guidance:

From an administrative point of view: guidance is defined as the administrative function concerned with guiding subordinates and their observations during the performance of the required work through an integrated information system in which information is exchanged between the different administrative levels. It is defined as directing the human elements in organizations to the ways in which they ensure that the work is done as required. In this sense, guidance is a major tool in achieving the necessary organization among the various aspects of performing activities, as well as training workers and stimulating their motivation towards achieving the maximum potential for achievement that work conditions allow them to do (Ismail, 1973).

In terms of systems: it is about supervising the outputs and ensuring their accuracy and working to correct the deviations that result from changes in the system and the environment and working to ensure the correctness and accuracy of the inputs because it is considered the basis for obtaining the outputs, i.e. the more accurate the inputs, the more the outputs must be. To view the organization as a comprehensive system in which roles vary, and to provide guidance and guidance on an ongoing basis, through coordination between the various administrative levels, so that the directives reach all members of the organization.

Therefore, information systems have a fundamental role in developing the administrative creativity of school principals, as the school principal, based on his work as an educational leader, performs practices that will develop the school and push it to improve itself and its community, and he must always identify solutions to problems that may arise or are expected to be encountered in his work. These practices (Al-Hurr, 2004, p. 123) include the following:

1-Getting out of the ordinary and not sticking to traditional practices and boring routines, and trying to introduce some ideas that would change and develop educational work.

2- Searching for creative ideas in all the sources that he can access, whether within the walls of the school or among those working with him, or in other schools, or in the results of research and studies or on internet pages.

3-Encouraging creativity and innovators and making creativity a part of the school's culture.

4-Directing creative people in the school to help them improve their creative abilities and benefit from their ideas in the most important areas in the school.

5-Ensuring the development of creativity among the learners, not just the workers or the school's administrative system.

6-Implementing some creative ideas and subjecting them to experimentation to encourage their owners.

7- Employing available human resources, whether inside or outside the school, to serve the school's mission.

8-Taking advantage of the problems faced by some school principals, and trying to spare his school from those problems, by developing alternative methods for the workflow.

9-Searching for the problems and obstacles that the school administration may face and finding solutions to those problems before exposure to them.

The results of the study (Colwel, 2006) indicated many of the ideas that the school principal follows to encourage creativity, including: using the method of brainstorming, encouraging workers to ask questions, using open discussions, being prepared to accept some deficiencies when applying creative ideas, creating an environment for creativity, and spreading the atmosphere of relationships Humanity and allowing a sense of humor, and the use of collective thinking and evaluation of creativity exercises and some issues of solving problems in a creative way, and encourage workers to try and use imagination and not rely on logical thinking.

The most important information and communication technology technologies that can be used by school principals:

1-Computer: It is a system consisting of a set of hardware and software components, including input units, output units, the central processing unit, and the auxiliary storage unit. The computer has multiple uses in scientific research and recording administrative information, such as keeping files, records, accounts, and all data.

2- Remote means of communication:

It is the process of sending information in any form such as sound, image or information from one place to another using electronic or optical means. Communication plays an important role in educational administration. The uses of remote communication means are in administrative work and according to the following areas:

A- Electronic meeting systems: They are used in holding television meetings, decision-making rooms, remote meetings or video conferencing.

B- Electronic communication systems: These include e-mail, voice mail, the Internet, television, and social media (Facebook, WhatsApp, Telegram, etc.).

3-Satellites: Satellites provide a number of services in the field of communications, such as providing high-quality reception for Internet, radio and telephone networks, data transmission, and transmission of events quickly, during their occurrence, and from anywhere in the world.

That is why administrations are encouraged to use the Internet because of its abundance of data such as e-books, databases, encyclopedias, periodicals, educational sites, e-mail, the electronic cloud, and distance education through video clips spread on YouTube. Administrators can also communicate with each other using social media and the way communication takes place. At the same time, through instant written communication, voice communication, video communication, and voice mail.

The skills required of school principals in management information systems (Rain, 2022)

1-Dealing with programming programs such as Visual FoxPro - Dot Net - SQL - ACCESS oracle - Crystal Report.

2-Professional handling of all Microsoft Office programs such as Word - Excel - PowerPoint - Access - Outlook - InfoPath

3-Proficiency in dealing with monitoring programs such as Camtasia - Key logger - WINPATROL - Process Explorer.

4-Proficiency in networking software such as Veronisoft IP Monitor - Network Watcher - Network Defense

5-The ability to deal with the devices that are attached to the computer and deal with their programs and develop them if necessary, such as Printers - Scanners - Faxes - Cameras - Data Show - Photocopier - Screening machine metals - Wi-Fi devices - Satellite devices.

6-Proficiency in dealing with general programs such as virus programs, file compression, image and text processing.

previous studies

Khoulouf's study (2010) entitled: "The reality of the application of electronic administration in public secondary schools in the West Bank from the perspectives of male and female principals." The study aimed to identify the reality of the application of electronic management in secondary schools, and the study sample consisted of (322) male and female principals, and a questionnaire tool consisting of (59) items distributed in five areas was used. In public schools in the West Bank, as well as the existence of statistically significant differences according to the gender variable in favor of males, and the variable of academic qualification for master's hall and above, and the variable of geographical location in favor of the city, and the researcher recommended several recommendations, the most important of which is to speed up the training of principals in particular and teachers in general on the use of electronic administration in Administrative and technical school work.

Khandaqji (2005) study entitled: "The relationship between the use of management information systems and administrative creativity from the point of

view of administrators in Jordanian universities." The study aimed to identify the relationship between administrative creativity in Jordanian universities and management information systems in these universities, and to identify the effect of some intermediate variables such as: (gender, type of university, years of experience, job level, academic qualification, scientific specialization). The administrative information used in Jordanian universities was high for information systems, and the level of administrative creativity was also high for administrative creativity.

Donnelan's study (Donnelan, 2006) entitled: "School information support systems in NASA and Suffolk counties in the state of New York." The study is the first stages of developing the study tool to document the ability of the educational districts to participate in the decision-making processes, and the study population consisted of all workers in the educational districts in NASA County and Suffolk County in New York, and the results showed the possibility of using decision support systems and school information support to obtain important feedback about How school districts manage data, information and knowledge in order to enhance school success.

Conclusion :

That creativity has become the main address in all aspects of life and its problems, especially in educational institutions that have become more interested in creativity. The constant challenges, the increasing pressures, and the many changes they are exposed to, such as globalization and the knowledge economy, have made creativity an urgent necessity for all educational institutions. This is evident through the creative director who is able to break the routine, leave the usual traditional routine practices, and try to introduce some ideas that will change and develop the work in the school, with the ability to search for creative ideas in all the sources that he can access both within the walls of his school, and from employees with him, or from other institutions. Not to mention benefiting from the experiences of his fellow school principals, or through the results of research and studies. Creativity represents an essential feature that must be

available to the school principal, who is responsible for achieving the educational and educational goals, and directing the creative people in the school, whether they are learners or teachers, to help them improve their creative abilities and direct them to the most important areas in the school, and make creativity part of the school's culture.

We also conclude that management information systems provide all the information needed by various departments to practice the administrative process and the need to achieve qualitative quality in educational administration through investment in information and communication technology and work to encourage personal contacts and information exchange and create an atmosphere of mutual trust between administration, teachers, parents and students.

Recommendations:

- 1- The responsible authorities should work to raise the level of efficiency and development of school principals, and include them in training courses to raise their efficiency in using information and communication technology in schools, and include them in specialized courses in management information systems.
- 2-The need for continuous administrative development of educational leaders in the school environment, by holding courses and workshops that urge the practice of creativity in its various methods.
- 3- Investing the principals with the most experience in cooperation to manage the new schools, encouraging them to implement and design strategies for creative work.
- 4-Paying attention to the role played by management information systems in improving the administrative creativity of school principals.
- 5- Providing modern computers with high specifications for school administrations.
- 6-Creating material and moral conditions that help practice creativity in the school environment, and encourage principals to practice creative behavior in the various fields of administrative work.
- 7- Conducting recent studies in management information systems and their relationship to information and communication technology and school principals.

References:

- Alaa, Layla (2013) "Concepts and visions in educational administration and leadership between originality and modernity, Jaffa Scientific House for Publishing and Distribution: Amman, Jordan.
- Al-Zoubi, Fayez (2004), The Basics of Modern Management, Amman: Jordan, Dar Al-Mustaqbal for Publishing and Distribution.
- Al-Salami, Ali (1997), Information System in the Service of Administration, Arab Director Magazine.
- Al-Qadi, Fouad (1980), Information Systems and Decision-Making in Developing Countries, Journal of Public Administration, Institute of Public Administration in Riyadh.
- Ghassan, Issa (2008), Strategic Information Systems, Al-Masirah House for Publishing, Distribution and Printing, p. 339.
- Al-Najjar, Fayez (2007), Administrative Information System, Dar Hamed for Publishing and Distribution, 2nd Edition.
- Matar, Laith (2022): Management Information Systems, Management Principles, Part Two
- Al-Basil, Mayada. Gohar, Ali (2018), The Path to Administrative Creativity in Educational Institutions in the Arab Countries. Dar Al Arabiya for Publishing and Distribution, Giza, Egypt.
- Al-Hawari, Mahmoud (1966), Administration - Fundamentals and Scientific Foundations, 2nd Edition, Beirut: Al-Taqri Press.
- Ismail, Sabri (1973), Public Administration, 2nd Edition, Egypt: Dar Al-Maarif.
- Farawneh, Ashraf (2015). The role of management information systems in improving school administration, Al-Aqsa University, Jerusalem, Palestine.
- Atiwi, Jawdat, Ezzat (2001), school administration, its theoretical concepts and practical applications, 1st edition, Dar Al-Ilmiya, International Publishing House, Jordan, Amman
- Shenouda, Amal, (1986), Educational administration in the Arab world, a comparative study, The Arab Journal of Education.
- Al-Hur, Abdel-Aziz (2004). Tools of the School of the Future (Educational Leadership). Riyadh: Bureau of Education for the Gulf States.

- Abu Hammour, Adnan Muhammad, and Al-Shayeb (2010). Contemporary management concepts. 1st Edition, Amman: Academicians for Publishing and Distribution.
- Elyan, Rehi Mustafa (2008). Knowledge Management, Dar Safaa for Publishing and Distribution, Amman, Jordan.
- Al-Harith, Ahmed (2019). Management Information Systems, College of Economics, Commerce and Business Administration, Shendi University. More about this source textSource text required for additional translation information
- Clowll,1.(2006).Beyond Brainstorming:How Managers Can Cultivate Creativty and Cretive Problem-Solving Skills In Employees.Journal of Managen General.2(29)
- Vakola, Maria, Rezgui, Yacine, (2000). Organizational learning and Innovation in The Construction Industry. The learning Organization, 7, (4), pp. 144-183..
- Sivabrovornvatana, N., Siengthai, S., Krairit, D., Paul, H. (2005).
- Nissley, N. (2010). Arts-based learning at work “Economic downturns, innovation upturns, and the eminent practicality of arts in business”. Journal of Business Strategy, 31(4), 8–20.
- Thennakoon, D., (2018). “management information system of apple inc”. apple inc.
- Abu Abed, Mahmoud Mohamed Ahmed (2006). “Modern Trends in Effective Educational Leadership”, 1st Edition, Dar Al-Amal for Publishing and Distribution, Irbid, Jordan.
- Donnelan,B.A.(2006).A Snap Shot of School Information Support Systems in Nassan and Suffolak Countries of NewYork :To Wht degree are information support systems in place in these school Districts ,Hofstra University.
- Khandakji, Muhammad Abdul-Jabbar Abdul-Rahman. (2005) “The relationship between the use of management information systems and administrative creativity from the point of view of administrators in Jordanian universities,” Ph.D. thesis, University of Jordan, Amman, Jordan.

- Khallouf , Iman Hassan Mustafa (2010) “The reality of the application of electronic management in public secondary schools from the point of view of male and female principals,” an unpublished master’s thesis, An-Najah National University, Nablus, Palestine.