

Ministry of State for Administrative
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The Arab European Forum

“The Arab Administration in Light of the
International Changes”

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The revolution of knowledge, which the Internet is its most crucial of instruments, will lead to a change in the patterns of all the aspects of our work and life, including the management procedures which represent our topic.

But first, we must recognize that even in the digitally developed countries, we are still at the beginning of the road, where most of the companies didn't, so far, change their administrations to cope with the needs of electronic commerce. These companies are aware however that there will be a radical shift, specifically, in the next two years so that a different pattern will exist.

One of the most important products of this transformation is a company's administration will become interactive with the external bodies of agents and companies, as well as with the staff. Radical changes will also take place in methods of advertising, marketing, managing the customers' accounts, the means of order and delivery, and the after-sales services. All of this requires a change in the management methods of planning, performance, reorganization and knowledge management in general.

Companies and institutions, commonly, will change their methods of decision-making, the measurement of risk and the internal communication, as a result of the huge opportunities offered by the digital communication networks, which are totally different from the traditional means of communication. All of that will help to increase the focus on serving the customer, whether he/she is a citizen (if service relates to the electronic government) or a purchaser (from the electronic company).

One of the anticipated transformations is that companies will become more specialized focusing on their activities and delegating to others further services. Each institution will become more specialized, thus, administrations will become more specialized.

One of the most important changes is training. Training will become electronic under the system of an administration which works digitally, through communication with the suppliers and vendors of the training program through joint agreements. Perhaps, the best example of this is our institution which offers a program of Internet literacy at the level of the Arab region through the joint administration of a qualification program between us and one of the oldest and most prominent universities in the developed world.

The ongoing training to stay abreast of the rapid transformation and progress in the power of knowledge, will be a priority in future administrations if they are to maintain their presence and that will be only electronically possible.

If the goal of any institution is to use the modern technologies and if the goal of technology is to expand businesses, then the two have to work together. Therefore, an important shift would impose a partnership between the administration and the internal and external information technology centers. The problem now lies in the difficulty of understanding between business executives and IT managers. The next generation in administration will be managers who are commercially capable and who

have experience in IT as well, because management will be applied through digital technology. We will witness a generation who is professional in administration in every sense of the word.

This shift in the qualification of directors will be the starting point; an IT expert cannot be ignorant of the activity, while the head of the activity cannot be unaware of the IT, since the management of the activity will be inevitably digitalized. So far, there is a deficiency from both the traditional administrative and the modern technological sides.

This is the difference that I am always talking about between the knowledge revolution and previous agricultural and industrial and other revolutions. So that in the era of the knowledge revolution, you have no choice but to become a knowledgeable human being because any public or private administration will only exist through IT. Every manager should be able to use the information that is provided to him/her by information technology, in order to be able to run his/her activity. Since the IT systems will continue to develop, then there will be a need for ongoing training.

In a recent census, half of the managers in America feel threatened in their jobs by those prepared with IT skills. There is no doubt that the future is clear.

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