

The Role of the Enterprise Resource Planning System (ERP) in General Business Management

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ABSTRACT

This research discusses the topic (the role of the enterprise resource planning (ERP) system in public business management) Oman Broadband Company was used and this study focuses on the role, duties and responsibilities of the ERP system, as this study will focus on the relationship between the ERP system and the effectiveness of business management and also the mechanism of the ERP system's work. Discuss the topic of the problems and solutions that organizations face during the implementation of the enterprise resource planning system. This research aims to identify enterprise resource planning in the real life of the business environment, and thus valuable information was obtained from the work environment in the Omani Broadband Company and the work was done. Recommendations that help improve the work environment and how to improve and exploit the ERP system.

Keywords-- Resource Planning System, Business Management, Broadband, Company

I. INTRODUCTION

Background of the Study

ERP must be considered an integrated system and technology based on foundations that help simplify operations in companies and facilitate the organization of all tasks to reduce costs and losses. The ERP system is based on all the basic work to operate the company, such as human resources. And manufacturing and supply chain, where the ERP system helps in managing operations efficiently.

It is said that "enterprise resource planning is considered the nervous system of the organization, as it provides integration and automation and helps in running all daily operations with high efficiency, as it provides sources of facts." Companies can obtain more benefit, development, and enhance their strength through resource planning. Organizations where the sales department helps in managing customer orders and providing products in a

good manner on time. It also helps in paying money to suppliers in a correct and timely manner, as this role is played in accounts payable and thus companies can make decisions in a timely manner. Also, shareholders and banks that have a relationship with the companies' business require more accurate financial records and can rely heavily on the enterprise resource planning system. (Caserio, 2018)

As the ERP system can increase in adoption rate, according to G2 Company, this company explained that "it is expected that all ERP programs will reach high levels in global markets and approximately 78.40 billion US dollars by the year 2026, and this will reach the increase will be at a specific rate, which is 10.2%, and this will be done at an annual rate." (Caserio, 2018)

The Omani Liquefied Natural Gas Company is an Omani limited liability company established in 1994 and registered under a legal law. Its commercial activity is focused on the services of liquefying and selling natural gas and its derivatives from gas condensates. The company works directly in all projects, activities and operations in order to Liquefying, storing, marketing and exporting gas to customers, the company uses the ERP system in order to manage its operations and maintain its profits.

Statement of the Problem

The economic growth of companies must provide some programs and systems that help reduce companies' need for any other sources of assistance, and therefore this research will discuss the impact of enterprise resource planning on business development in companies and solve other problems related to some companies that lack this system, as Some companies do not use the ERP system, and the negative effects that may result from the absence of this role in organizations will be highlighted, and the importance of this system in solving some problems will be highlighted, such as the problem of delay in completing tasks, delay in completing operations, and poor productivity. It is also a problem Research in highlighting the issues and discovering some solutions and variables

and identifying all the standards that focus on implementing the ERP system.

Research Questions

Research questions are all the questions that the researcher searches for to reach the answer, which may be through the work of the study. The researcher obtains the answers by conducting a questionnaire, interview, or any other secondary sources, as there is a method that helps in achieving high quality. For research, when the basic questions are initially defined, “since the research questions ultimately aim to facilitate The development of answers and focus on the basic concepts and some points that should be focused on, as defining the research questions facilitates the organization of ideas” (Team,2022)

1. Is there a relationship between the quality of the ERP system and effective business management?
2. What is the mechanism of operation of the enterprise resource planning system?
3. What are the issues and solutions that organizations face while implementing an ERP system?

Research Objectives

Research objectives are considered main ideas or goals that the researcher aspires to cover in his project or research. Setting objectives facilitates the clarification of the final vision that the researcher wants to reach, and thus wasting time is avoided and thus more summarized ideas can be arrived at in an organized manner. Ensure that all objectives have been achieved. "The research objectives are achieved through the completion of the research, and the purpose of the research objectives is to focus on the basics, as experts directly confirm the ease of achieving the research objectives, especially if they are written.” (Team,2022)

1. Discovering the relationship between the quality of the enterprise resource planning system and effective business management.
2. Learn how the ERP system works.
3. Knowledge of the issues and solutions facing organizations during the implementation of an enterprise resource planning system.

Scope of the Study

Since the scope of the research focuses on the scientific area on which the research focuses, the study will shed light on the concepts related to the role of enterprise resource planning in business management, and the scope of the research will revolve only on the subject of enterprise resource planning and the research does not focus on a specific type of company, but rather Companies in general, government and private, also address the scope of the study with two types of variables. The first variable is the impact of the role of enterprise resource planning

and the second variable is the performance of business administration, as these variables have a direct impact.

Significance of the Study

The importance of the study will clarify the role and benefit of ERP on businesses and the performance of these businesses, and thus identify the mechanism of ERP functions and the issues revolving around the subject of ERP, where the system plays a vital role. In evaluating the success of the business in expansion, this is done by identifying key performance indicators and performance measures and following up on these measures.

This research can be referred to add some modifications to the systems carried out by companies, and to know the impact of enterprise resource planning, which helps in achieving a simple and effective workflow, and thus employees can easily obtain information using simple systems. By providing valuable working hours and allowing employees to prepare their reports, research can help discover how an enterprise resource planning system increases productivity. The research can also help in discovering the advantages of enterprise resource planning, as well as the issues and challenges, and some solutions can be presented to these issues and problems, and thus this research will help in providing good and effective solutions that contribute to reducing the impact behind these issues and discussing them, and thus Suggest strategies.

Limitation of the Study

The limitations of the study are all the problems or difficulties that may stand as a stumbling block in front of the researcher. These difficulties may be such as poor availability of resources or the presence of small samples such that it is not possible to conduct a more accurate questionnaire, as all studies may contain defects as well. Clarifying the limitations of the study helps to clarify the full value and recognition of these shortcomings or obstacles, which gives a sufficiently broad overview of the shortcomings and possibilities of the study.

Limited time: Time may seem insufficient to conduct high-quality research, and the time that is specified to complete the research is insufficient, as more effective research requires more studies and needs more time to prove its efficiency, as the duration The project timeline greatly affects the final project quality.

Limited study population: The study population appears to be very limited, as the larger the study population, the greater the ability to obtain more information and reliable and accurate information. The study will only be comprehensive on a limited scale, “when the study populations are huge.” The research is free, as the very large study communities allow for the expansion of the research and the researcher’s ability to find more enriching information.

Weakness of the methodology used: In this case, choosing the research methodology may be insufficient, as to obtain more comprehensive results, an efficient methodology must be determined to reach more results. "Researchers must use methodologies that enhance research and make all results close to reality" (Team,2022)

Lack of available or reliable data :No matter how much information there is available on the Internet, this may not confirm that the data may be correct and reliable. Rather, some sources do not have a specific tool to help verify their status and ensure that this data is real and well reliable.

II. BACKGROUND AND EXISTING WORK & LITERATURE REVIEW

2.1 Background

In this chapter, a discussion will be made about all the literature that discusses the topic of enterprise resource planning (ERP) in public business administration, and this chapter will reveal a group of research studies that have been conducted on a large scale in different locations, where all the results that focus on it will be summarized. On the study in order to identify all the conclusions, as in this chapter we will identify all the studies and begin to compare and link them to the current study, which is (the role of the enterprise resource planning (ERP) system in public business management) and then all the literature will be presented in order to Learn about the research topic from multiple angles and also through the opinions of researchers and experts.

2.2 Existing Work

In this context, the study focuses on a group of studies that focus on the current study, which focuses on the role of the enterprise resource planning (ERP) system in general business management, where in this case all studies related to the topic of ERP in business management and research will be collected. About studies and research like the research topic.

2.2.1 Impact of ERP System in Business Management

The study verified the impact of the enterprise resource planning (ERP) system on business management. The study includes information related to the enterprise resource planning system and how this system can expand businesses that are based on commercialization and how it manages all units such as financial management, the marketing unit, and Operations and human resources management and how the system can enhance productivity and meet needs. This study focused on the impact of the enterprise resource planning (ERP) system on business management in organizations. (Hasan, 2018)

Advantages: The study covered all aspects related to the impact of enterprise resource planning on the organization's performance. The article also highlighted

some issues related to the weak implementation of the enterprise resource planning program.

Disadvantages: This study did not shed light on how to practice this system, and it also did not clarify some ideas. There were some explanations, graphs, and models, but they were not explained adequately, and the basic role of the system was not clarified.

2.2.2 Impact of ERP on Management Control System and Accountants Role

In this study, two companies were selected in the field of construction and in the field of development activities in Malaysia. Techniques were used to collect tripartite data to monitor and analyse all documents and interviews. This study found that the resource Planning system is considered an extremely excellent tool for the administrative control.

System. It helps companies determine the level of waste as soon as possible. As for the role of accountants, the ERP system has helped improve work significantly, as they can allocate more time for financial analysis and decision-making compared to data entry.(Kallunki,2020)

Advantages: The study provided a lot of information regarding information and communications technology, how to implement an enterprise resource planning system, and how to transform business technology to improve some of the work in the system. There are supporting models in the study.

Disadvantages: The roles of accountants and the relationship between this role and the application of enterprise resource planning activities were not defined. The information was not supported by further clarification regarding the explanation of these roles. Large samples were not made in the study statistics, but the research sample was a very small sample.

2.2.3 Enterprise Resource Planning (ERP) System and its Influence on the Business Processes of Fast-Moving Consumer Goods Distribution Companies in Metropolitan Lima – 2019

In this study, the idea of enterprise resource planning activities is clarified through a group of business processes, and the establishment of general rules that help in determining policies and the structure of organizational information. Business processes also explain a set of activities that are linked in a logical manner and behaviors that develop to the organizational level and achieve tangible business results such as reservations, orders, and purchases. The study also focuses on a variety of research at the international level. In this study, a study was conducted in which the impact of enterprise resource planning systems on all businesses was evaluated. The study helped explain all the challenges. Which occur in ERP systems and their benefits, and it was concluded that companies can compete with the use of ERP. (Strategic, 2019).

Advantages: The study mentioned the impact of enterprise resource planning on several sites, including administrative control and the organizational structure of companies at the national level, as the study helped focus on some aspects. Other studies were conducted during the current study, and the positive impact of the enterprise resource planning system and the presence of important guides that help the BAAN system at an enterprise level.

Disadvantages: This study did not attempt to cover some of the basics such as evaluation and measurement, and it did not clarify how the ERP system can affect business, especially in distribution companies, to make better decisions for other organizations. Also, the study did not focus on organizations that are interested in implementing the ERP system and the difficulties it faces, and the expected results were not mentioned.

2.2.4 Enterprise Resource Planning Systems (ERP) and User Performance: A Literature Review

The study supported many other studies that focus on the growth of information technology, communications and information systems, the needs of innovation and sustainability, and the focus on high quality of performance. The role of enterprise resource planning systems was also clarified and an overview of the most important systems that play a major role in Key industries such as airlines, telecommunications, government education and transportation, the study also provided important discussion regarding businesses and organizations, The study mentioned the problems and benefits related to the processes of inadequacy or failure in organizations' adoption of ERP, as well as the factors of failure and the suggestion of some ERP systems, their impact and results that must be verified from different points of view. Highlighting different perspectives regarding the study of how the human factor influences the success and how users are empowered to improve the performance of ERP systems in a significant way.(Ahed,2019)

Advantages: This study focused on the failure rate in implementing ERP and focused on subsequent research interests in a basic way and understanding the failure factors, with all research focusing primarily on the factors of failure and success. The research paper also focused on evaluating the benefits of ERP systems. As the research paper began with the assumption that focuses on (evaluating the benefits of ERP systems), the study helps determine whether users can evaluate the benefits of ERP systems.

Disadvantages: This study did not contain sufficient illustrative models and graphics, as it contained a comprehensive review highlighting previous investigations on the effects of ERP on user performance and how to use ERP research, but there was no support in terms of theories.

2.2.5 Advantages of using Enterprise Resource Planning Systems (ERP) in the Management Process

This study clarified the flow of different types of information in relation to enterprise resource planning systems and integrated information management systems (IIMS). The study also clarified the benefits of enterprise resource planning, such as reducing logistical costs, the smooth flow of information, other benefits for employees and individuals, and the positive impact on customers. And suppliers and commercial relationships. The study also explained how to organize and process databases.(AlMuhayfith,2020)

Advantages: The study supports the business processes supported by the ERP system within the company and the speed of information flow. It also demonstrates the system's ability to simplify the administrative processes that are performed in the system. This study also supported more areas such as human resources, accounting, and budget preparation and Reports preparation.

Disadvantages: This article does not contain the characteristics related to the ERP system. Also, a summary of the areas in which this system was applied was presented. Insufficient clarification was not given, nor were the benefits, such as the benefits of implementing the system, mentioned in detail. Rather, a simple overview was given,

While this did not support the research paper includes any details regarding obstacles or shortcomings.

2.2.6 The Impact of Enterprise Resource Planning on Business Performance: With the Discussion on Its Relationship with Open Innovation

The study addressed the dynamic business environment and what organizations, medium and small companies face, the challenges in a competitive environment, the continuous progress in information technology, and the innovative use of information technology to obtain a competitive advantage, and this method has an impact on the management of organizations, as the article focused. It focused on the enterprise resource planning system, experts, and technology in developing countries. It also focused on globalization and how to overcome challenges and rely on some strategies, change initiatives, and tools that help in administrative tasks.(Skok,2021)

Advantages: The study shed light on new systems and technological transformation, as well as enterprise resource planning systems, the challenges of adopting information systems, and the growth of small and medium-sized companies. One of the features of the article is that various topics and multiple ideas were addressed.

Disadvantages: There are no in-depth thoughts in the article about enterprise resource planning, and the other research mentioned did not talk about enterprise resource planning systems and did not shed light on identifying

critical success factors (CSFs), and several areas that have not been widely studied were also mentioned.

2.2.7 Enterprise Resource Planning, Operations and Management Enabling and Constraining ERP and the Role of the Production and Operations Manager

This study aims to discover the enabling and limiting effects of all ERP systems and to predict how they relate to all four general roles in relation to process management that were proposed by Slack. This study also explained the ERP system as objects characterized by abstraction, adaptation, and standardization. In this study, an in-depth review was conducted and conducted. (Mouritsen, 2021)

Advantages: The study extracted four enabling effects and three restricting effects of enterprise resource planning, and enterprise resource planning is related conceptually. One of the features of this research paper is the prediction of the administrative tasks of the production and operations manager, as well as a group of central interests and future research.

Disadvantages: This research paper did not provide insight into how ERP functions and did not determine the extent to which these roles relate to the operations management function. Such studies do not properly consider the normative nature.

2.3 Literature Review

In this aspect, all the literature on the role of the enterprise resource planning (ERP) system in public business management is presented, where a review of the literature is mentioned to support the research ideas and a collection of the sayings, ideas, and beliefs of experts regarding the subject of the ERP system.

2.3.1 ERP Usage and its Impact on Firm Performance

As Chavez mentioned there are several main motivations that can help in using ERP, which is effective and effective support for senior management and the project. The result obtained is that ERP has a high positive impact on the company's performance. Economic globalization has witnessed an increase in competitiveness in global markets, and there have been many changes in the adoption of some systems. Some companies have focused on two basic factors, namely price and quality. (Alejandra Chavez & Michael Duberg, 2021)

2.3.2 Investigating ERP Misalignment between ERP Systems and Implementing Organizations in Developing Countries

Bitsini also said "that some organizations have greatly increased their need for ERP systems through organizations in developing countries, and therefore this continuous growth is linked to the ERP system in developing countries, and there are very high failure rates, which makes it difficult. These organizations are characterized by achieving benefits in a complete manner, and therefore these cases of failure are related to

incompatibility with the requirements needed by this system and also due to the client's expectations, as it was based... on facts and statistics, as 70% of enterprise resource planning applications Delivers unexpected benefits with estimates indicating all developing countries account for approximately 10-15% of global ERP sales. (Bitsini, 2020)

2.3.3 Development of a Business Model for Diagnosing Uncertainty in ERP Environments

Koh said that "where he explained that uncertainty in manufacturing environments is controlled through enterprise resource planning, as it is not dealt with in a systematic manner and has not been examined in an effective manner", as most research focuses on uncertainty within the planning environment. Enterprise resource planning to find methods that are appropriate for dealing with uncertainty rather than addressing all the underlying causes. Most simulation models are specific to the uncertainty that controls what is concentrated in the enterprise resource planning system. (Koh, 2020)

2.3.4 Implementing ERP in Companies in Oman LNG

The LNG Company is implementing enterprise resource planning programs for all departments and divisions of the company, as this project came to cooperate with Wipro Company, as the new system has some powers and processes that help in simplifying procedures and improving the ability to manage assets. And cooperation via the Internet with commercial partners all over the world. The company also seeks, through the program, to replace all old systems and transform them into one integrated system that contains all the technology trends in the world of business and finance, to ensure efficient operation and implementation. This project was implemented in three different stages, and these stages represented human and financial resources. The program also helps the company in managing assets, such as the stages that the procurement and contracts process passes through, as well as following up on existing projects, in accordance with the latest systems and dealing with All renewable and innovative solutions to meet the challenges of the business environment.

As for the third stage of the ERP project, it is considered a complex stage, as it ensures the successful integration of the project components. Here, the third stage was represented in updating the system interfaces and transferring large amounts of data and documents into the new systems. The Omani Liquefied Natural Gas Company, through investment financial resources and devoting all efforts about human resources and operations, and this helps in upgrading the operational quality that characterizes the Oman LNG Company, as well as the work team at Wipro and updating best practices to enhance the added value to achieve strategic goals.

Enterprise resource planning came in order to enhance the skills of employees by giving these employees additional responsibilities in order to simplify all procedures and train employees in the Oman LNG Company in order to "support and enhance the program in order to continue and develop the vital project and comment on the implementation", as the planning process is meticulous and you, as well as the great commitment of all human resources, enable the program to achieve the company's aspirations, as the program provides a platform for the strategic plan to be implemented, "as the successful implementation of the ERP program helps in transforming all business processes and enhancing Added value to the company.(Rothlin,2021)

Oman Food Investment Holding

Oman Food Investment Holding Company signed an agreement with Webware World Information Technology Company to implement and apply the enterprise resource planning system, which was designed solely to suit the company's operations management, personnel management, sales, warehouse management, purchasing, and production, as this system It was installed in order to save time in order to achieve executive speed in managing the company's affairs, as the company applied this program in order to achieve productivity in the organization and find solutions, and programs used by organizations can be designed.

The company also implemented the program because it has a development vision and a long-term strategy, and for this program to provide a comprehensive vision and Improve customer service methods, raise the level of performance, and thus facilitate the processes of procurement, personnel affairs, financial management, and Complete management of assets. Electronic registration services can also be achieved, and all offers can be presented to suppliers in an easy electronic way, as the company uses the modern Oracle system, which is the first of its kind and is implemented in the company, "which is integrated with the food investment system to facilitate obtaining a high level. Of revenue". The role of the company's enterprise resource planning system lies in automating basic business processes to achieve better performance and the flow of all data between companies' business operations, providing only one source of truth and simplifying all processes. The program is also used by the company to make it easier for it to connect all financial data, supply chains, start reporting, and resource activities in a problem-solving platform as well.(Wallace,2020)

The program works to confront retailers with all challenges and has contributed to providing multi-directional commercial solutions. Customers can obtain personalized shopping experiences and a series of artificial intelligence recommendations, and the problems of electronic fraud have been reduced. The program has also

given the company good insight into financial affairs and insights into... Real time, reducing the tiring manual entry of information, and including all capabilities in the company's regulatory compliance processes.

Oman Petroleum Development Company

Oman Oil Company has relied on the enterprise resource planning system to provide it with rapid technical solutions considering technological development. It provides modern solutions in human resources and its activities such as all payroll, recruitment, and other duties, and they are in a better position to retain employees and empowering these employees and tracking employee performance, thus human resources problems can be solved before they occur, and this has helped the company confront problems that are about to occur. "The ERP program must have played a role in improving all business communications and automating processes, and this can only be done by providing the ability for manufacturers to meet all customer needs and thus manage resources by accessing data", and the cost of projects is also managed and Accurate production planning, and the company manages its supply chain by tracking inventory in warehouses and providing modern solutions and uses Internet of Things technology for inventory management. (Wallace, 2020)

PDO initially faced difficulty with the basics, as these basics do not allow for growth and may not work well, as the current programs place some limits on market expansion and the ability to grow and develop on global scales, and since the company deals With many systems, this makes the technology change, as the systems do not work well and therefore the systems may not be compatible with the company's accounting programs. The company also faced difficulties in meeting all customer expectations. This helped that employees could predict operations in a precise manner and were able to understand the system. There was ease in investing in all systems that help in meeting individual conditions.

2.4 Research Gap

These studies shed light on multiple aspects that are required in enterprise resource planning and their relationship to business management, while there are some missing elements in the research articles, as there are some restrictions and problems that make it difficult for this system to be implemented.

III. RESEARCH METHODOLOGY

3.1 Introduction

The research methodology is considered the mechanism through which information and data can be obtained in easy and quick formats, as Bowers said "The research methodology is a template in which information is obtained in an easier way, and meaningful conclusions are

reached.” The research methodology is a mechanism and means through which the sources of knowledge and information are reached, and it is the framework through which a larger set of facts is included and higher values are reached, as the main research objectives are linked to the results that the researcher obtains, and from here it becomes clear The benefit of the research design, as the research design is fundamentally linked to the research structure and the basics of the research methodology, as the research structure is considered the basic plan for the research. The research is related to the topic (the role of the enterprise resource planning (ERP) system in public business management.) Since this is the topic Research which will be a highlight, as the top issue for research is the role of ERP. (Bowers, 2022).

3.2 Research Design

The research design is called the study design, which is a structural plan that specifies the procedures for collecting data and analyzing it through the research questions and achieving all the objectives of the study. The research design is also linked to the research method, which is the general plan or what is called the research program. The conceptual framework Which is used in determining the relationship between the answer to the research questions and the variables of the study, has to do with the nature of the study and its objectives. Bowers said, “There are different types of research design, as there is descriptive, correlational, experimental, or quasi-experimental research.” And when it is determined Research design: The research problem, hypothesis, data collection methods, and general plan for analysis must be written. (Bowers,2022).

The type of research design that will be used in this study is qualitative research, where an integrated and comprehensive study will be conducted about enterprise resource planning. Oman Broadband Company was chosen to conduct an electronic interview via email, where questions will be sent to the company’s operations manager from In order to learn about the company, its operations, and how to implement enterprise resource planning in the company, we collect the greatest amount of information on the subject of how enterprise resource planning affects the business and its overall performance, and from this standpoint, we will learn about the business environment in reality and from Through highly objective experiments, studying and analyzing all processes, and learning about the prominent role that the enterprise resource planning system plays in business performance, after which the study methodology will be used in order to identify the results.

3.3 Data Collection

In this research, two types of sources will be used to collect all data on everything related to the enterprise resource planning system. In this aspect, an interview will

be conducted with the director of operations at the Oman Broadband Company, since this company uses this system routinely, and all available information will be taken. The interview will take place electronically via email, and information and answers to all questions will be obtained through email messages. Information will be obtained regarding how the company implements the enterprise resource planning system, the mechanism of the system’s work, and the benefits of the system in improving the business environment, and therefore, the primary sources will be a direct interview with the operations manager.

The secondary data for the research will be obtained through articles, as the subject of enterprise resource planning is considered one of the very rich topics that contain rich information, and therefore the information can be obtained through books and articles, as there are endless articles in this field. Use two types of data:

Qualitative data can be obtained through books where there is qualitative information and data of a qualitative nature.

Quantitative Data: It is possible to obtain quantitative and statistical data related to the statistics conducted in the Sultanate of Oman, as quantitative and statistical information is available in government and statistical centers and the information is available on the official website.

Axinn said “Reviewing literature, books, and websites is considered a powerful helping hand in the research industry, especially scientific research. Scientific research is ultimately based primarily and primarily on previous scientific and research books and articles by owners of international companies and institutions that have established All their experiences, and the experiences of the years are in easily accessible books, which is what makes some research strong as it is based on a strong foundation. () A literature review must be available in the research capable of making the research rich with information and supporting the ideas presented in the research. Data and primary sources are not It is sufficient and is considered only one source and is not supported by different visions, ideas, beliefs, experiences, and points of view, as there are no limits to the information and deeper and more comprehensive results will be obtained. (Axinn, 2021)

3.4 Study Area

The study area is the invisible dimension of the research, and it is called the dimensions of the study that the researcher must be committed to, as the study area is in the Omani Broadband Company in the Knowledge Oasis in the Rusayl region, as this company is a government company specialized in Communications and broadband in the Sultanate of Oman. The reason I chose this company is that the company was just a small company and the expansion it witnessed over the years was due to the

secrets of success, and the implementation of the enterprise resource planning system in the company must have played a prominent role in this success in the communications sector. The communications sector also has an impact on the gross domestic product as it is a vital sector and linked to technology and technical development in the Sultanate of Oman, as Oman Vision 2040 pays great attention to the technical aspect and the development of technology and the field of communications and the Internet.

3.5 Research Period

The period that was specified for the research to be carried out is 3 and a half months, as this period is divided according to the tasks that were chosen at the beginning. Data sources are identified, a research proposal is made, and the research method, or what is called the research methodology, is determined.

IV. RESULTS, ANALYSIS, DISCUSSION

Introduction

The study is related to the topic of the role of the enterprise resource planning system (ERP) in public business management. The Oman Broadband Company was studied. This study consists of many basic elements of the study, as the focus was on the responsibilities and role of the enterprise resource planning system in public business management and The Oman Broadband Company was chosen to conduct this study, as the Oman Broadband Company is considered one of the leading Omani companies in the broadband industry and facilitating communications movement in the Sultanate based on Oman Vision 2040, which aspires to develop communications in the Sultanate, and it is among the companies that support it. The government provides full support for the development of the role of communications in the Sultanate of Oman. In this chapter, all the answers obtained through the current study of the Omani Broadband Company about enterprise resource planning will be discussed. In this study there are two variables: the first variable is the role of the enterprise resource planning system. The second variable is public business management. In this chapter, the role of the enterprise resource planning system in public business management will be discussed based on the Omani Broadband Company.

In this chapter, there are all the results obtained from the interview and a discussion of these results considering identifying all the components of the ERP system and their characteristics, as well as everything related to the issues, challenges, and best practices, and a discussion of all the results, highlighting the analysis of all the ideas. And multiple points of view.

4.1 Data Collection Resources

Since the study relies on two types of data, primary data such as interviews and secondary data such as books, electronic articles, and newspapers, in this chapter these data were used to provide sufficient support for the project, as the topic of the research relates to the role of the enterprise resource planning system (ERP). ERP in public business administration, and Internet sites were used to enhance the research project, we used some sites that contain information-rich research information and visited the official website of the Oman Broadband Company. In this chapter, all the primary information was compiled in addition to articles and newspapers to give a topic that is characterized by efficiency and is equipped with facts.

4.2 Data Collection and Discussion

In this section, all data about the Omani Broadband Company and the role of enterprise resource planning in public business management will be discussed, and how the Omani Broadband Company was able to transform from being just a small institution to a large government institution capable of serving different segments of society and supporting the Oman 2040 vision. Reinforcing the idea of achieving the government's goal of achieving some provisions of Oman Vision 2040.

4.3 Enterprise Resources Planning in Oman Broadband

The Oman Broadband Company was established in 2014 and is considered a government company and is part of the Ithka Group affiliated with the Oman Investment Authority. The company played a vital role in bringing about the largest shift in the quality of communications network experience in the Sultanate of Oman, and this matter occurred by enhancing all capabilities of productivity. And communication, the company works through a cooperative approach that enables the state to provide the infrastructure, and this helps individuals and institutions. The company works to provide comprehensive coverage of all broadband networks at the national level through coordination with the national strategy for Oman's digital society and e-government. The item appearing in Oman Vision 2040. (Broadband, 2022)

The next generation of broadband infrastructure provides unique experiences through fast communications, and this reflects positively on all institutions and individuals in terms of providing quality communications, saving all costs, enhancing levels of competitiveness, and improving levels of sustainability, as Oman Broadband Company uses enterprise resource planning programs and systems to support the growth of e-commerce and the economy and support small and medium enterprises. Hence, the company is working on creating broadband infrastructure to provide regular opportunities for telecommunications providers for wholesale sales. Thus, enabling all users to benefit from the fibre optic network.

"The ERP system is considered the nervous system of organizations and is considered automation and integration in order to run daily operations in a highly efficient manner, as all the organization's data is present in the ERP system, as it provides a reliable source only for the facts" as the Omani company For broadband, this system is used in order to organize operations and resources, as the company has high capacities in order to cover urban areas with the Internet, fibre, and broadband. The company has a future vision as it wants to reach 95% by the year 2030, as the company's activities Focused on bridging digital divides, this in turn requires a knowledge-based ERP management system. (Sarferaz,2022)

As the Oman Broadband Company builds and operates the broadband infrastructure through approved specifications and these specifications are of high quality, hence the ERP system requires continuous funding in order to close the books, and the company's sales use the system in order to Customer management is done well, as one of the company's activities is that it is constantly trying to find innovative ways in order to benefit from aspects of cooperation with all infrastructure providers, and this requires that appropriate products and services be provided to customers at the appropriate time, and this does not happen. The matter is done only through the enterprise resource planning system. The company also says that accounts such as accounts payable are made so that all payments are made to suppliers. This is done to reduce construction costs to provide them at appropriate prices to all service providers, as management constantly requires immediate vision. For performance, this is what the ERP system provides for decisions to be made in a timely manner, and from here the role of ERP comes into play. Banks and shareholders always ask for a financial record characterized by accuracy and reliable data, which must be well analysed. (Broadband, 2022)

4.4 Methodology

In research methods, the interview was used as a research methodology that helps obtain more accurate information from the real business environment, as some research requires an efficient source to access information of high value. From this standpoint, a female employee in Oman broadband company was contacted She is an employee in the Operations and Planning Department, and the employee's name is Huda Al Ameri. She gave us valuable information about implementing the enterprise resource planning system in the company. The methodology used is the interview, as the interview helps us get to know the ERP system in the real environment of companies and can also give us a clear vision of what is going on around companies and how companies apply this complex type of system under changing circumstances and analyse these circumstances.

4.4.1 Analyze Interview Questions.

1. How does Oman Broadband Company Implement an ERP System?

The Oman Broadband Company directly uses certain systems, and among these systems is the enterprise resource planning system, and we use some supporting programs, and since the company is considered the government's arm in building and developing infrastructure, especially in the field of broadband, we are here at The company deals with several programs, and these programs carry out supply chains and daily activities, as we deal with suppliers and contractors to install devices and install the Internet in homes and institutions, and this system reduces the burden on the company, as the resources of all departments can be managed, especially the operations department and The supply chain department, human resources, and finance department. The company also has other partners, where the relationship between partners, investors, and suppliers is managed through these programs.

2. What is the Company Strategy in Activating the Enterprise Resource Planning System to Increase the Effectiveness of this System and Raise the Overall Performance of Business Management?

As stated in our opinion, as the company has a general strategy that is closely linked to the enterprise resource management and planning system, where we translate all the ambitious goals to support the national strategy, and we are here, but for this system that facilitates communication with all departments, we would not be able to contribute. In the wheel of development and in the current situation of the Sultanate of Oman, we have achieved more achievements, especially in achieving the best global standards and regional practices, and this can explain the ability of the ERP system to provide digital availability, readiness, and rapid spread of consumers' need for broadband.

3. What are the Best Practices Implemented in Relation to the ERP System?

The best practices I can summarize in some points, such as creating a plan that helps provide broadband services, such as the main usage patterns, and this relates to statistics and population density, and we are creating a strategy in the enterprise resource planning system in order to show the future demand for Internet services and For high- speed broadband, we follow certain practices in order to reduce implementation risks. We initially identify programs, business processes and implementing partners in the industry and conduct interviews with all references, and we also integrate the data into the database using business intelligence. Integrated, we sometimes integrate systems across business units and with suppliers and customers to achieve

capabilities and experiences with all networks with suppliers and contractors.

4. What are the Difficulties and Issues Related to the ERP System in Your Company?

We do not face problems or issues that can be observed on a general scale, but there are some difficulties that I know of and that seem to have a direct impact on our work, as the system sometimes seems difficult to implement, as the organization needs a very large period to prepare the system. Resource planning that is effective and at the same time usable. There is difficulty in providing paper management for all the organization's activities. "Paper files are transferred to the system, and it is considered a very cumbersome stage. The second challenge is that the system is of high cost", and all of this is related to purchasing operations. Purchasing licenses and paying subscriptions, the company is also forced to operate and maintain the system. (Sarferaz, 2022)

5. What are the Proposed Solutions that Fit These Issues or Difficulties?

There is no clear solution to these issues, as they occur once a year, perhaps once, but there are some recommendations that experts advise, especially those programmers and administrators who have many experiences, as it is easy to save expenses and this is done by In the beginning, they develop special systems for enterprise resource planning, where they can hire software developers so that an integrated system is built and this system provides characteristics and advantages that suit all the company needs.

"The difficulty of implementation can be solved by making an electronic copy of the large data in the organization and updating this copy automatically to protect the data". Programmers can develop modern systems that help the company in providing an alternative system capable of replacing the old system and being linked to it, so that it is used until the enterprise resource planning system is implemented, so that all data is available in the database when withdrawing inventory, withdrawing any money, or sending an email to customers. (Sarferaz, 2022)

6. What are the Main Characteristics of Your Company ERP system?

The characteristics are some of the features that make the company's ERP system effective and able to meet needs, as among its characteristics is that it covers the practical aspects where products are manufactured and developed, product planning, sales, marketing, and software. We can also say It connects business processes and enhances the flow of all data, and it helps leaders reallocate human capital, When we talk about the supply chain aspect of the company, one of the best features of the ERP system is that it helps in achieving accurate knowledge of assets. Where employees can see current

inventory and purchase orders and be able to compare prices between suppliers, they can also identify future demand.

Results

The results can be interpreted in this way since the topic revolves around (the role of the enterprise resource planning system (ERP) in public business management), where a discussion was conducted and an interview was conducted with an employee at the Oman Broadband Company who works in the operations department on behalf of the head of the department, As the head of the department is on vacation, an electronic interview was conducted with the employee, Huda Al Ameri, on the topic of implementing the ERP system at Oman Broadband Company, and on the issues, best practices, and benefits of the system to the company, in addition to clarifying the company's strategy, role, and responsibilities. The results showed that the company aims to raise the ranking of the Sultanate of Oman in providing broadband services. The company uses enterprise resource planning systems in implementing fibre optics and uses the enterprise resource planning system in providing high-speed communications services in addition to meeting all the needs and requirements of the market. This The role is clear in using ERP system software and following the telecommunications sector revolution.

We can conclude that there are some inevitable difficulties and challenges that occur in companies, especially with regard to the ERP system, where we can ultimately conclude that there is a problem with resistance to change, as ERP requires that there be immunity to Phobia of change, as this system requires that there be continuous change to systems and procedures that undergo semi-annual change, and there must be difficulties related to issues of integration and integration with all current software solutions and it may sometimes be a very complex process, and there are restrictions It faces the issue of budget and time, as the system takes a very long time in terms of implementing the process and budget restrictions. "We must know that the ERP system is related to issues of data migration from available systems to other systems in the ERP system, and this something that causes problems with data migration." (Sarferaz, 2022)

We can also conclude that the best practices that can be applied in the ERP system is to perform maintenance periodically for continuous updates to be made for the system to operate very easily, and from here companies can ensure that it is updated. "The system and therefore any problem can be addressed very easily and very early, and companies can do data security work", and this is very important so that the system is secure and sensitive data is protected in an adequate way, and we can also conclude that training and support It is considered necessary, for example, to provide comprehensive training

to users and ensure that all users or employees in the company receive adequate support. It is also one of the best practices to employ artificial intelligence and activate the role of technology in the system, such as machine learning and work on analyzing All data is like big data, as it seems that now all ERP systems have become linked to artificial intelligence and provide appropriate insights in real time and additional capabilities that help employees in the company make decisions.(Ye,2020)

Findings

We can notice in all the final data that the role of enterprise resource planning in the company was to make all departments, although in sync, with each other, as a change that may occur in the commercial activities of companies must happen very quickly, and applications must be identified. "Enterprise resource planning, which is advanced with all innovative processes with all departments on the web, which are identical, and from here the role of integrated examination appears, and thus all work procedures are verified, and issues are addressed", and from here we noticed some coordination in enterprise resource planning. To acquire multiple elements for organizations with human resources management systems, we found that the system needs some customizations and that these customizations must be frequent and diverse.(Ye,2020)

We can explore that the company ERP system had a major role in measuring the level of difficulties, especially in the human resources and management systems, as the situation continuously requires that the level of each challenge be measured, and therefore this can also solve some Management problems and coordination problems, and from here the system solves the difficulties of supervision and follow-up, and we can analyse the impact of the presence of enterprise resource planning, since if this system is not effective, there will be mismanagement between human resources and other departments, and even the largest projects will not succeed.

"It is always said that if you want to increase the efficiency of companies and the speed of their systems, you must work with a joint effort, and it is okay for it to be small, but in the end" it must be fruitful and effective. This applies to the enterprise resource planning system, as change in the system leads to simplify the framework of work and also transform events, and since in the results we see that there is a link between human resources and other departments with regard to enterprise resource planning when it links the departments, we can notice in the company that there are multi-layered associations during coordination between departments, From here, the problem of each department is known in an accurate way and solutions can be found.(Rothlin,2021)

V. CONCLUSION

There is a clear relationship between the quality of implementation of the ERP system and improving business management, as in the end we can conclude that the ERP system works to improve all processes by improving the efficiency of manual processes that are carried out in companies, as facilitating these processes allows It enables all employees to focus on all tasks and increases productivity. The ERP system also helps save time as it helps in the flow of information between all departments in companies. From here, the difference can be said that the ERP system has a role in achieving the general goals of companies. As quickly as possible, the ERB system also helps in increasing levels of transparency, as it provides a comprehensive view of all operations and information, and thus this allows all employees to make the right decisions that suit the company in the best way and enhances the improvement of transparency in all operations, and This relationship is established between the quality of implementation of the ERP system and decision-making, as the ERP system helps in providing accurate and reliable information in making the most correct and credible decisions, and this is done by providing all the data that is updated at the same time. The actual data analysis is then carried out in a more effective way. ERP also helps reduce costs as it saves time and effort in making decisions. This increases productivity and improves planning and coordination in an advanced manner with customers and suppliers as well. Other companies, and this in turn improves marketing, sales, production, and supply chain operations. This system can also provide a set of reports and statistics that seem very important in the company and helps in monitoring work and performance, determining all procedures, and identifying strengths and weak points.

The ERP system can improve the quality of work between the business management environment and the reason is that it has independent applications regarding its central database, which records all business transactions and all business procedures that are implemented in the modules through integration, as this The units help in communicating with all departments through a common database, and this ensures that each of the units has accurate and updated information. "There is also a relationship between the quality of the system and improving the business environment by organizing the form of the different units in the system and Sharing modules to help the user complete tasks such as delivering products, entering all customer orders", receiving

All payments, and working on recording them. The customer begins creating sales orders in the order management module and then begins checking the availability of the product in the management modules.

Inventory, then it is confirmed that the shipment has been received and work on recording the revenues and starting to settle them with the company's bank account, as the ERP system exchanges all messages between all units and works on changing the records in the database. (Hurley, 2021)

Where the user is asked to ship the order and work to change the data that is accessed through the inventory management unit and reflects the decrease that occurs in the available stock, and this operation leads to reducing the manual entry of information, and working to fill out data fields, we can discover The relationship between the quality of the ERP system through unifying work in the institution, working to organize work and reducing administrative errors, and providing integrated data from all units in the institution, and this enhances decision-making, and the ERB system possesses information, and "The data is processed and all reports are issued, such as financial reports and accounting for revenues, expenses, losses and profits. ERP helps the organization adapt to all changes in the business environment and achieve sustainable growth."(Hurley,2021)

The mechanism of the ERP system tracks all operations through one system instead of dividing all information through multiple different systems, as it provides a central database that helps in sharing all executive practices and activities in companies, as programs and data are transferred to all departments. The company works in an integrated manner, and after that all the results are output, and each department has different data, as the enterprise resource planning system is considered a communication network that helps complete operations in a way that is better than human work and affects the quality of work. The enterprise resource planning system helps put the processes of work tools and applications in one place and saves effort and costs. Costs will decrease in general. It gives greater visibility of changes in cost and facilitates the system and can help in discovering vendors or working on a procedure. Adjustments in the budget to absorb all additional costs, as one can no longer rely on forecasts and can be based on facts, and accurate values lead to making correct and accurate decisions at the same time. Computer technologies help in processing data in the fastest and most technological ways. As this system has an impact on managing relationships between customers, this matter combines central storage of data and all information related to customers and sales. This matter helps customer service officials in rapid communication, and the system strengthens the relationship between employees and consumers and reduces the occurrence of any mathematical errors.

Some of the issues related to the ERP system are resistance to change, as employees may resist the issue of change, and these changes include business processes and work procedures. Some issues also represent integration issues, as the ERP system seeks to integrate with Various software solutions, which may be a complex process, and there are some restrictions and challenges in the issue of budget and time, as it is considered an expensive system and time-consuming, and issues of data migration, as data migration has a relationship to current systems and is a complex process, The system can help expand at all levels according to sudden needs or circumstances, as for protecting funds and performance indicators.

5.1 Recommendations

- Companies, including Oman Broadband Company, can use a more secure way to store data, so that all ERP programs are secure against any attacks so that they cannot steal the data and verify the security guarantee in a special way so that records, passwords, and a firewall are created. And work on encryption and carry out some internal security operations, and a space must be created to provide external storage spaces, and work on monitoring interactions in the program, and the company must monitor the use of social networks and ensure that the integrity of the data and the way it is stored is maintained.

- Periodic maintenance of the system and updates of systems and programs must be carried out, as companies must perform easy operation of enterprise resources, and companies must perform special updates in the system and solve any problems that occur in an immediate manner, and data security must also be done. "Which are sensitive, and users must be supported and trained, as training and support are considered essential. Since companies must provide special and comprehensive training for all users," the system must be supported by technology such as machine learning and the application of artificial intelligence. Technology also helps in making massive analyses and providing insights in real time.(Wissler,2022)

- Special strategic objectives can be set to meet the needs of the system and the projects and provide access to successful projects to achieve huge benefits. It is important to ensure that all expectations are consolidated, all general objectives are defined, and the focus is on improving the planning of business operations. Timetables must be managed in a manner Organization, the company, specifically Oman Broadband Company, must verify the key performance indicators.

- The team must also be involved, as the core team that implements ERP must have internal resources, be familiar with all requirements, be committed to responsibility, and have the authority to make decisions. An integration consultant must be involved, and the project team must have good relationships. Good with all consultants, and all the company's requirements must be

met through systems and change management must be done where the way in which" organizational changes are handled is changed, employees are trained on new processes and systems, and work is done to encourage good communication. With the ERP team and the organization, users must be involved in the project and begin developing it for all changes to be accepted."(Wissler, 2022)

- Companies must make a budget so that all high costs are identified. These costs include certain fees such as licenses related to programs and training, as well as some integration factor and cost retention. Companies must take the cost into account, and Which will be needed after installing the programs. Companies must also create special tools in project management related to enterprise resource planning. These tools help in coordination with technology and operations, and from here the course can be changed. It must also be a system is in place that reduces risk levels.

- The right ERP partner must be chosen to help strengthen and direct projects and work with a partner who understands how the program works. The ERP must also provide ERP with experience in installing in ERP systems, and thus obtain better results. A partner must be chosen who has experience in installing systems. Attention must also be paid to training, as a plan and approach must be made that will help in "working for all parts of the organization without creating a training program, as some technologies must be available and enhance participation and Training enhances training and reduces frustration."(Stewart, 2021)

- Companies must determine a time frame, which must be realistic, so that the ERP system is able to solve all organizational problems and benefit from immediate investment. All implementation elements must be divided into steps, and work must be done. Allocate a specific time for any problems that may be unexpected, and any additional time required for repair. Continuous maintenance must be done for the system, and therefore continuous maintenance is considered one of the success factors and is an essential stage for improvement and performance measurement. Continuous planning must be done for improvements, especially after implementation, which can improve the work in an additional way for all the benefits it brings. Achieved by the ERP system, as periodic evaluation helps in achieving high efficiency of the ERP system and determining a special place for operation.

- Commitment must be made as implementing an ERP application leads to changing some transaction systems and starting to modernize business processes. Therefore, this method has an impact on the operation of companies." Managers can also make some suggestions and ensure that all employees They have the necessary

tools to deliver all tasks, and managers must conduct continuous evaluation and training, so that all results are measured that determine the quality of the system's performance."(Fitzgerald, 2020)

- Companies must adhere to a strategy for maintaining the system, as this strategy is adhered to. Commitment to the strategy helps to follow some steps that can maintain the flow of information, and therefore companies must Following up on how this strategy works, this in turn helps in organizing the business and enhances the ease of data flow through the systems, Some steps must also be followed that contribute to maintaining the system, such as making a continuous plan with strong components so that the elements of the plan maintain more continuity.

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