

Benefits of Information in the Development of Small Projects in Egypt: A Comparative Field Study

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Abstract

The purpose of this research is to explore the actual reality for small projects in Egypt and patterns to take advantage of the information; a review of the most important problems facing small businesses and how to overcome them; as well as how to modify the behavior of the information usage among SMEs. The study relied on a survey method applied on Kerdasa & Nauman region at Egypt. and the results found that the small and medium enterprise sector is still suffering a lot of difficulties, notably the scarcity of information, the role of the state in the information support side is still modest and the results illustrated that the information culture is still absent in the mentality of the owners of small and medium enterprises. In addition to that, information needs of small and medium-sized enterprises have not met in many aspects; which represents a special informational gap in the stage of survival and development. beside that the small-scale industry owners relied on informal networks information to gain knowledge about the vital information in their field, as the small and medium enterprises owners at Nauman region largely relied upon the personal knowledge (24%) and customers (15%), while relied upon government websites were (8%) and competitors (44%) in obtaining their information.

Keywords: small- projects- benefits from the information

1. INTRODUCTION

The small and medium projects are one of the most important ways of communities' sustainable development in developing countries. Moreover, one of the most important export sources in developed countries. Generally, their importance returns to the small and medium enterprises that are less than 50 employees account for about 99% of the total number of recruiting installations that operate in the non-agricultural private sector. In addition, small and medium projects sector contribute at least 80% of the total value-added. Moreover, it works in the small and medium- projects about two-thirds work in the private sector as a whole power sector projects, and about three-quarters of the private workforce is in the agricultural sector.

Despite the diversity of lending mechanisms to finance the small projects, the demographics factors lead constantly to widening unemployment circle in Egypt; as well as the increasing number of graduates per year; and the need to review the education system; vocational and technical training support for small projects sectors. That work on activating the role of the private sector in terms of the partnership actors ruling system of education and vocational training; as in the Mubarak-Kohl initiative in Egypt. (Samiha, 2016)

That more small projects management problems are those of the human resource constraint by 23%, followed by financial constraints by 21.6% and own production constraints, especially since the main motivation for the establishment of a small project is the desire to make money. (Amr, 2015)

Therefore, it highlights the importance of the contribution of the state in the development of small projects through the provision of roads and infrastructure and ancillary services such as searching and scientific guidance, training and supervision. (Nasr Abdul Hafiz, 2013)

Regarding the use and adoption of cloud computing by small and medium-sized companies, , it is not considered a reliable source. Moreover, they do not want to use the cloud for sharing and cooperation and prefer the old traditional methods of participation. (Prashant Gupta, 2013)

The Study of Irma's, Janita (2013) entitled "Obstacles to adopt e-commerce in small projects Indonesian: analysis of the production of the intellectual," concluded that the information and communications technology. despite awareness of its impact on performance but its use is still limited in small and medium industries, institutions, and that can online help improve the way of dealing with customers and suppliers. (Irma's, Janita, 2013)

As well as the study of Grandon, Elizabeth (2004) entitled "The adoption of e-commerce: a field study of small and medium businesses in the United States" concluded that there are four factors affect the adoption of e-commerce (readiness of the organization - external pressure-ease of use - to realize interest). (Grandon, Elizabeth, 2004)

In spite of the importance of small and medium projects in the Egyptian economy, the percentage of their contribution to the total Egyptian exports is not equivalent to other countries. As they do not exceed 4% (as exports directly) compared to 60% in China, 56% in Taiwan, 70% in Hong Kong and 43% in Korea because most nutritious industries large-scale industries. (Maher.Ahmed, 2016)

This confirms that, there is a shortage attention in the way of dealing with small and medium industries in Egypt in general. in this context the study aims to address this situation at the level of small and medium

industries at Kerdasa & Naaman region.

2. THE SIGNIFICANCE OF STUDYING

The significance of the study stems from both of the small and medium projects in the economic and social development on one side, and to the importance of information to increase productivity and scientific research, which depends upon the progress of nations on the other.

3. PROBLEM OF THE STUDY

According to previous studies, the Arab environment for small and medium projects, including Egypt are still lacking accurate information providing such as the available funding; the user; the weakness of R & D and innovation; and the weakness of the proportion of the contribution of small and medium industries in the total Egyptian exports 4% compared to Asian countries.

In general, the researcher notes that in the context of many problems faced by small and medium industries in Egypt, a large part of this problem is the size of the information available on the market, the product, production methods, quality, and how to access information that help her take the right decision to resolve such issues.

4. OBJECTIVES

This study aims to achieve the key objective and other sub-targets:

The main objective is to maximize the role of information and capacity untapped potential for small and medium industries in Egypt, which could play a crucial role in increasing Egyptian exports and solving the problem of unemployment in order to bridge the information gap.

The sub-goals are as follows:

1. Identify the role of information availability in the small and medium projects, and methods to search from the part of the owners of these projects.
2. Determine motivation for information search among the owners of small and medium projects.
3. Determine the sources of information usage (internal-external) in the medium and small projects in Egypt in the field of marketing, manufacturing, and distribution.
4. Identify the needs Fields of projects employers.
5. Disclosure of the difficulties and problems they face in the search for information.

5. STUDY HYPOTHESES

To study the relationship between the public statements of the community of independent study factors and the benefit from official and informal (internal and external) sources of information as a continued, was the drafting of the following counts:

1. There is a statistical relationship between the general features of the owners of small and medium projects (Gender - Age-Qualification - Experience) and the use of each source of official and informal (internal and external) information.
2. There is a statistically significant relationship between the general features of the owners of small and medium projects (Gender - Age-Qualification - Experience) and quality of information.
3. There are significant differences between the "success of small and medium projects Factors" relationship, and (the Fields of the information needs of small and medium entrepreneurs)
4. There are significant differences between the "Success Factors of small and medium projects " relationship, and (attributes and characteristics of the information needed by small and medium entrepreneurs)

To investigate the previous hypotheses, the study imposed the following the zero hypotheses:

- There is no statistically significant relationship between the general features of the owners of small and medium projects (Gender - Age-Qualification - Experience) and the use of each source of official and informal (internal and external) information.
- There is no statistically significant relationship between the general features of the owners of small and medium projects (Gender - Age-Qualification - Experience) and the quality of information
- There are no positive correlation statistically significant differences between the "success of small and medium projects Factors", and (the Fields of the information needs of small and medium entrepreneurs)
- There are no positive correlation with statistically significant differences between the "success of small and medium projects Factors", and (attributes and characteristics of the information needed by small and medium entrepreneurs)

6. THE LIMITS OF THE STUDY:

The study limits covered the following Fields:

Thematic Field: the study is limited in scope to the extent of the substantive benefit from the information in the

development of small and medium industries in Egypt

Spatial field: the spatial region limited to study the owners of small and medium projects in the region Kerdasa region at Giza & Naaman region at Mahalla

Specific Field: the study was limited to small and medium industries related to heritage

The time domain: is determined by the time domain to the study of the period between the year 2014-2016

7. STUDY APPROACH:

The study relied on a survey method to know the reality of the small and medium industries in general; and small industries in particular. In addition, how to benefit from the information in the development of those industries and to identify traits; characteristics and personal motivations in searching for the information they need. as well as determine the field of information needs and the types of sources of this information as well as the types of problems they face in obtaining information, and the study was based on the comparison method for monitoring the reality of small industries in Egypt.

8. DATA COLLECTION TOOLS:

8.1 The study based on government statistics issued by exports and small projects in Giza,

8.2 Also relied on a questionnaire consisted of the following themes:

- First, public data
- Second, the success of small and medium projects factors
- Third: the fields of the information needs of small and medium industries owners
- Fourth: The attributes and characteristics of the information needed by the study population
- Fifth, the sources relied upon for information
- Sixth: contact methods used to obtain information
- Seventh: The issues that the corresponding study population have access to information
- Eighth: The roads used by thoughtful community when not being able to get the information they need

As it has been the use of non-codified personal interview to the owners of small and medium projects

8.3 Data analysis methods

The use of statistical methods (SPSS) program to analyze statistically sample responses on the study on how to benefit from information generally in small and medium industries sector, particularly in small and medium industries associated with heritage in the Kerdasa region and major Mahalla.

9. THE SAMPLE SIZE OF THE STUDY POPULATION:

The sample size of the study population was been selected by intentional representative sample of 200 facility for small and medium industries in the region of Kerdasa at Giza Governorate and Naaman at Mahalla al-Kubra. The reason for the selection due to note the prevalence of small projects and the possibility of identifying usage information in the development of these projects, and that Kerdasa region contribute to the Egyptian economy for its proximity to the region important tourist are the pyramids, and the Naaman region contribute to export which contributes to the Egyptian economy.

10. BASIC RESEARCH CONCEPTS:

10.1 The concept of Small Projects

The concept of small businesses in the context of this research means "activities using a limited number of workers no more than 50 employees of the facility."

10.2 The concept of benefit:

The concept of benefit in the context of this research means to obtain information from any source at the request or desire, or need, from either a library or information or contact with colleagues and scientists or professional references and other sources that used to obtain information center.

11. THE STUDY PROCEDURES:

The researcher identifies the kinds of information collected from the actual reality of the small projects and industries in Egypt, and that was by reference to the problem of the study, its questions and objectives, and previous studies, as well as the return to the supervisor's professors.

Determine the type of data collection tools, a questionnaire - visits, and interviews unregulated sites for small and medium projects.

Questionnaires was prepared in the initial image and tested on a small sample of the study to determine

the extent of their understanding and clarity of her questions so that patients are out of this survey.

Amendments have made to the questionnaire based on the supervisors' observation to become the form in its final form.

The researcher was keen to communicate with the school community as much as possible to clarify some questions and ensuring the completion of all the data and questions

12. RESULTS AND DISCUSSION:

This study can contribute to understanding the small and medium projects sector in Egypt and analyze the performance of small and medium projects. and the extent to benefit from the information in the development of those sources issued by government such as the Ministry of Foreign Trade and Industry; industries, and development policies sector of small and medium projects; the Central Bank of Egypt and the Egyptian Banking Institute, as well as the questionnaire.

The response rate is as follows:

- 194 questionnaires were properly completed
- 6 questionnaires were completing with errors
- 200 without response

The researcher began testing Alpha Cronbach to measure the reliability and validity of the questionnaire content; internal consistency; using the Pearson correlation; and then determine the procedures and methods of statistical analysis followed by the researcher in order to determine the sample attributes, "t test " for two independent samples. independent t test to examine whether there are significant differences between the mean scores of the study sample (Kerdasa-Mahalla regions variable); One Way ANOVA to measure the fundamental differences between more than two independent samples represented in the groups under study (Age-Experience - Qualification) at the level of "benefit from the information in the development of small industries in Egypt" variables.

- The stage of data entry and processing:

The researcher reviewed the questionnaire for completeness; validity of data entry and statistical analysis were excluded forms that are not available with the necessary conditions, then the data coding stage (coding) variables and discharged by computer according to the Statistical Package for Social Sciences (SPSS) that configured to the following variables:

- Evaluation of the average weighted categories according to the criteria of approval and disapproval, under Likert scale quintet direction.

Likert Scale used in this research are as follows

Category	Trend
1.00-1.79	The answers tend to (strongly disapproved)
1.80-2.59	The answers tend to (disapproval)
2.60-3.39	The answers tend to (neutral)
3.40-4.19	The answers tend to be (approved)
4.20-5.00	The answers tend to (strongly approved)

Descriptions of the study sample according to the "demographic variables" see Table (1) sample characterization according to demographic variables (Kerdasa and Mahala)

Through the research problem and the objectives of the study "to benefit from the information in the development of small industries in Egypt," the researcher tested the hypotheses of the study are as follows:

1-First Hypothesis:

-There are statistically significant differences between the "success of small and medium projects Factors" relationship, and each of the regions and features of the sources and methods of communication to get the information.

2-Second Hypothesis:

- There are significant differences between the study samples, regions (Kerdasa-Mahalla) With regard to the syllabus "to benefit from the information in the development of small industries in Egypt."

3--The Third Hypothesis:

- There are statistically significant differences between the characteristics of the study sample (Gender -Age- Qualification -Experience) with respect to each of the "attributes and characteristics of the information needed by small and medium projects and resources on which they depend for information owners."

- Variables of the Study:

- The success factors of small and medium projects

- Fields and features of the sources and methods of communication to get the information they need (3-4-5-6-7-8)

- Statistical Method:

Pearson correlation coefficient to determine the strength and direction of the relationship between the study axes, if the moral level of less than 0.05 indicates that the presence of a statistically significant relationship, and if the

level of significance greater than 0.05 indicates that the lack of a statistically significant relationship.

According to the study data analysis as shown in the table (2) we could infer the following results:

1-There is a positive relationship with statistically significant differences between the "Success Factors of small and medium projects ", and (the Fields of the information needs of small and medium entrepreneurs), where the correlation coefficient (0.829), significantly less than the level of (0.01).

2-There is a positive relationship with statistically significant differences between the "Success Factors of small and medium projects Factors", and (attributes and characteristics of the information needed by small and medium entrepreneurs), where the correlation coefficient (0.759), significantly less than the level of (0.01).

3. There is a positive relationship with statistically significant differences between the "Success Factors of small and medium projects Factors", and (sources relied upon by small and medium entrepreneurs to obtain information), where the correlation coefficient (0.808) moral standard of less than (0.01).

4-There is a positive relationship with statistically significant differences between the "Success Factors of small and medium projects ", and (communication methods used to obtain information), where the correlation coefficient (0.750), significantly less than the level of (0.01).

5. There is a positive relationship with statistically significant differences between the "Success Factors of small and medium projects ", and (the problems that are offset in the access to information), where the correlation coefficient (0.736), significantly less than the level of (0.01).

13. DISCUSSION:

Results of field research for small and medium projects at Kerdasa region, showed that owners consider that the success of the project reside in, personnel, sales and marketing skills and open new markets for export factors. While the owners of small and medium projects at Naaman region at Mahalla, their answer shows that the level of personnel, sales skills, the use of computers, information availability on funding and improve Marketing as the most important success factors. The results showed that the fields of the information needs of small and medium projects owners at Kerdasa region represented in need of funding sources and maintaining existing customers and new technology, while the needs of small and medium projects at Naaman region at Mahalla represented in personnel training, export markets and workers' new employers.

First results of the study to accept or reject the hypothesis of the study: the results of the statistical analysis of questionnaires showed the following:

1-There is a positive relationship statistically significant differences between the "Success Factors of small and medium projects ", and (the fields of the information needs of small and medium entrepreneurs), the correlation coefficient (0.829), significantly less than the level of (0.01).

2. There is a positive relationship with statistically significant differences between the "Success Factors of small and medium projects ", and (attributes and characteristics of the information needed by small and medium entrepreneurs), where the correlation coefficient (0.759), significantly less than the level of (0.01).

3. There is a positive correlation with statistically significant differences between the "Success Factors of small and medium projects ", and (sources relied upon by small and medium entrepreneurs to obtain information), where the correlation coefficient (0.808) moral standard of less than (0.01).

4-There is a positive correlation statistically significant differences between the "Success Factors of small and medium projects ", and (communication methods used to obtain information), where the correlation coefficient (0.750), significantly less than the level of (0.01).

14. RECOMMENDATIONS

1. Further activation of the Egyptian trade representation offices role abroad to get to know them on export opportunities and various countries of the world take advantage of them.

2. Create specialized expertise companies or houses provide the necessary information for these projects for the required goods for export and places of marketing and timing.

3. Increased coordination between ministries and local administrations to provide services to small and medium projects with high efficiency.

4. Remove all obstacles and simplify procedures for the provision of services, coordinate the functions of the various components of the information system and the division of tasks in order to avoid duplication of work

5. The development of the state's ability to benefit from information and encourage the construction of Information Systems at the level of small and medium projects.

15. FUTURE STUDIES

The study recommends future research in the following Fields:

- set up a special information System for small and medium industries (principles and criteria)
- Economic Information Management: an empirical study
- Ability to take advantage of the Internet of Things in small projects and marketing of its products

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Table (1) sample characterization according to demographic variables (Kerdasa and Mahala)

Distribution	Kerdasa		Mahalla	
	No	Percentage	No	Percentage
Gender				
Male	77	77	85	85
female	23	23	15	15
Total	100	100	100	100
Age				
Less than 20	12	12	8	8
20 to less than 30	8	8	11	11
30 to less than 40	6	6	77	77
40 to less than 60	46	46	3	3
60 and above	28	28	1	1
Total	100	100	100	100

Table (2) The relationship between the "success of small and medium projects and The benefit from the information in the development of small industries in Egypt using the Pearson correlation coefficient factors test results

Relation	coefficient	Significance level	outcome
information needs Fields	.829	**0.01	Significance
attributes and characteristics of the information	.759	**0.01	Significance
sources that you rely on for information	.808	**0.01	Significance
contact methods used to obtain information	.750	**0.01	Significance
problems that you are facing in obtaining information	.736	**0.01	Significance
ways that you use when not being able to get the information you need	.639	**0.01	Significance

** Significant at the moral level of less than (0.01).