

The impact of e-commerce determinants on creative orientation

A field study at the General Company for Iraqi Fairs and Commercial Services

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Abstract

The study aimed to identify the impact of the determinants of electronic commerce on the creative orientation in the General Company for Iraqi Fairs, and to shed light on the level of the determinants of electronic commerce in the General Company for Iraqi Fairs, and also to reveal the level of creative orientation in the General Company for Iraqi Fairs. The problem of the study was whether there is an impact The determinants of electronic commerce (technological determinants, administrative determinants, organizational determinants) on the creative orientation in the General Company for Iraqi Exhibitions, where the number of employees in the company reached (300) employees. Significance 0.05 The study concluded that there is an impact of the determinants of electronic commerce represented by (technological determinants, administrative determinants, organizational determinants) on the creative orientation in the General Company for Iraqi Fairs. The study recommended the need to attract distinguished human competencies in the field of electronic commerce from experts and designers in developing programs to benefit From their experiences in the application of electronic commerce in the General Company for Iraqi Fairs.

Keywords: e-commerce determinants (technological determinants, administrative determinants, organizational determinants) creative orientation.

INTRODUCTION

The rapid development of many administrative concepts and the use of modern information technology to benefit in all areas of life, in addition to urging organizations to search for appropriate ways and methods to achieve their goals, and this may lead to the promotion and improvement of quality, especially in organizations that always strive to achieve a high level of quality In products and services, modern technical progress has contributed to facilitating the services provided to customers by communicating with customers and knowing their needs, thus saving time, effort and burden on them. In addition, there is a

discrepancy between organizations in the use of these technologies and this depends on many factors, including economic, administrative and environmental Social, and others.[1]

In order to achieve a creative orientation for companies, this requires them to involve all their employees through the formation of temporary or permanent committees to search for creative ideas. In creative free thinking, which will create creative ideas for them, provide them with financial and moral support, and provide an administrative climate that aims to help creative people in the fields they desire.[2]

And the main objective of this study is to clarify the impact of the determinants of e-commerce on the creative orientation in the General Company for Iraqi Fairs, and what are the problems or obstacles that face the determinants of e-commerce on the creative orientation, which can be aware of their adoption from the point of view of managers, employees or frequent customers in the public company for Iraqi exhibitions.

Study methodology

First: The problem of the study:

Electronic commerce is affected and affects many areas directly or indirectly related to it. The researched company and its adaptation to the operations that take place through electronic commerce through various modern means of communication.

The problem of the study arises from the paradox caused by electronic commerce, despite the many advantages that it provides, such as the absence of paper documents, the completion of transactions electronically, the reduction of costs, the speed of completing commercial transactions and saving time and effort, but it poses a set of challenges, especially with regard to competition in the markets, and from here the problem of the study can be formulated In the following question:

Is there an impact of the determinants of electronic commerce (technological determinants, administrative determinants, organizational determinants) on the creative orientation of the General Company for Iraqi Fairs?

Objectives of the study:

This modest scientific contribution comes in harmony with the interests shown by researchers in the field of electronic commerce and creative orientation. Thus, the current study seeks to achieve a set of basic goals, which are:

1. Recognizing the impact of the determinants of electronic commerce on the creative orientation of the General Company for Iraqi Fairs
2. Shed light on the level of electronic commerce determinants in the General Company for Iraqi Fairs.
3. Revealing the level of creative orientation in the General Company for Iraqi Fairs.
4. Through the results that will be reached, the researcher hopes to provide solutions for the application of the determinants of electronic commerce, as it has an impact on the creative orientation of the General Company for Iraqi Fairs.

The importance of the study:

The importance of the study is highlighted in the following points:

A- Scientific importance:

The importance of the variables investigated in the current study as modern administrative terms in administrative thought, as the Iraqi studies that tried to link between the determinants of electronic commerce and the creative orientation in the General Company for Iraqi Fairs did not address them.

1. Shedding light on the impact of e-commerce determinants on the creative orientation of the company under study.
2. The electronic commerce applications are modern in their first steps in Iraq.

B- Practical importance:

1. The research coverage of the subject of electronic commerce in Iraq still needs more academic efforts.
2. There is apprehension among decision-makers of all stripes about the applications of electronic commerce.
3. The company needs to clarify the technical requirements for e-commerce applications.

4. The researcher hopes that these results will result in presenting some useful suggestions for the leaders working in the company under study.

The hypotheses of the study:

The main hypothesis: There is no effect for the determinants of electronic commerce (technological determinants, administrative determinants, organizational determinants) on the creative orientation of the General Company for Iraqi Fairs at the level of statistical significance (0.05)

Study model:

This model was developed by the researcher based on the previous studies that were reviewed, where these factors were adopted based on their repetition in most of the previous studies in addition to the opinion of a number of workers in companies that adopt electronic commerce, and the following are the studies that were relied upon to develop this model:

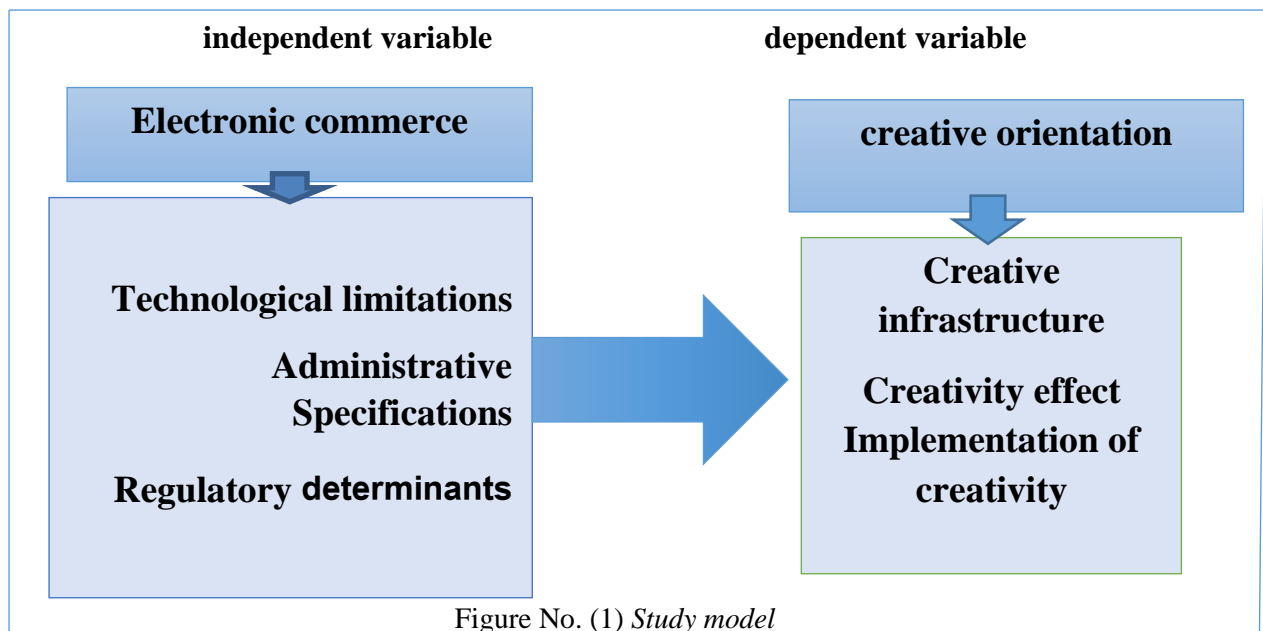


Figure No. (1) Study model

Source: Researcher numbers

Research Methodology:

Based on the nature of the study and the goals it seeks to achieve, the researcher used the descriptive analytical approach; which depends on the study of the phenomenon as it exists in reality and is concerned with it as an accurate description and expresses it in a qualitative and quantitative manner. Objective knowledge and the method of secondary and primary sources has been relied upon to achieve the objectives of the study as evidenced as follows:

1. Secondary sources: In forming the theoretical framework for the study, the researcher relied on scientific journals, periodicals, specialized published and unpublished scientific research, and Arabic and foreign books that dealt with the subject of the study. And any aspect of it.
2. Primary sources: by designing a questionnaire consisting of 20 items dealing with two dimensions: electronic commerce containing (10) items, and creative orientation (10) items, and the scores were distributed on the items of the questionnaire according to the five-point Likert scale, the spss program was

used for statistical analysis The stability of the resolution was tested using Cronbach's alpha stability coefficient according to the following:

Table (1) *The search tool stability test*

Resolution stability test	N of Items	Cronbachs Alpha
Reliability coefficient for all questionnaire statements together	20	.845
Stability coefficient of the first axis items	10	.761.
Stability coefficient for items of the second axis	10	.760

Source: spss program

It is evident from the above table that the values of the stability coefficient for all the expressions of the questionnaire together, and for each of the axes of the questionnaire range between (0.760 - 0.845), which are acceptable stability coefficients.

The research hypotheses were tested using the following statistical methods:

- Descriptive statistics, which are the arithmetic mean and standard deviation.
- Arithmetic mean test.
- Questionnaire Lists:

The study population and sample:

It is represented by the General Company for Iraqi Fairs and Commercial Services, where the number of employees in the company reached 300) employees. The study included a random sample from various administrative levels equal to 168) with an accuracy level of 5% and a significance level of 0.05 corresponding to the tabular value = 1.69 and calculated, and thus, the appropriate sample size In this case, it equals approximately 168, as the retrieved forms that can be analyzed reached 158, with a response rate of 85%.

Study Limits:

Spatial boundaries: The spatial boundaries are represented in the study of the General Company for Iraqi Exhibitions.

Human limits: The human limits of this study are represented by the employees of the Iraqi Exhibitions Company.

Theoretical framework for the study

The first requirement

e-commerce determinants

First: The concept of electronic commerce:

There is no specific and comprehensive definition of electronic commerce, as many government entities and the private sector alike have developed many definitions of electronic commerce, as they are all commercial transactions that require many of their activities to rely on the Internet for the purpose of selling or buying a good or service, and the term commerce Electronic, which is an abbreviation for a mixture of technologies, infrastructure, processes and products. In other words, it is a term that combines industries, technologies, applications, producers and users, in addition to exchanging information and goods in the labor market, and all these activities can be abbreviated using the Internet.[3]

The world of electronic commerce is rapidly changing, as electronic commerce has become a fact of life for most organizations and individuals, which called for the need for rapid and permanent change for information security and that the goal of changing the mechanism of work of organizations using electronic commerce is to become more open, but it has become more complex because the desire to exchange Information across large areas is not limited to the internal organizational field, which prompted more open business models to increase the link with the external environment and thus increase the exchange of information .[4]

He defined electronic commerce, which is the process of identifying goods and services, then executing the processes of making deals and concluding contracts, then buying and selling those goods and services, and then paying the purchasing value through various communication networks, whether the Internet

or other networks that connect the seller and the buyer. [5]

E-commerce is also defined as a contract related to goods or services concluded between a supplier and a consumer within the scope of a system for the sale or provision of services remotely. The supplier's systems that use only one or more technology for this contract to communicate with each other to conclude and implement the contract. [6]

Second: The importance of e-commerce:

It is considered one of the most important modern inventions through which profits could not be achieved previously in the traditional way, and the reason is for the following things: [7]

1. Low cost: In the past, the process of marketing products was very expensive, as the product was advertised through traditional media through newspapers and others, but now it can be marketed via the Internet at a very low cost.
2. Exceeding state borders: In the past, the company dealt with local customers only, but if it wanted to deal with international customers, it had to incur large expenses and the return is not guaranteed, but at the present time, the company can ensure that everyone is aware of their products without a significant additional cost.
3. Freedom from restrictions: In the past, the company needed to obtain a specific license and submit to many laws and incur the cost of establishing new branches or power of attorney for others in foreign countries so that it could sell its products, but now none of these procedures are necessary.

Third: Objectives of E-Commerce:

E-commerce aims to achieve a set of the following goals: [8]

1. Creating a society of paperless transactions, ie replacing paper based electronic props, which means dispensing with traditional paper documents to be replaced by electronic document.

2. Improving the efficiency of the business process while reducing costs in expanding markets.

3. Providing information on prices and markets, as it gives the consumer more space to choose, reduce price and improve service.

4. Achieving speed and efficiency in doing business.

5. Increasing the scope of the market and transcending the geographical and regional borders for goods and services.

Fourth: Determinants of E-Commerce:

The determinants of electronic commerce are represented by a set of dimensions, including (technological determinants, administrative determinants) and a number of researchers agreed on these determinants.[9],[10],[11], [12], and each of these dimensions will be explained separately:

1. Technological limitations:

Small and medium-sized organizations realized the lack of use in the application of information technology, is a major obstacle in the use of e-commerce, and the lack of knowledge about how to use technology, In addition to the lack of confidence in information technology and the loss of time, and that the owners of organizations are interested in increasing their profits, as information technology is defined as a set of means that individuals use to control the variables of the environment around them. In order to use it to achieve the satisfaction of multiple human needs, it must be embodied in inventions and innovations in goods, services, means and processes.

2. Administrative Determinants:

Management defines it as the process of achieving the set goals by exploiting the available resources, whether traditional or electronic, according to a specific approach, and within a specific environment, that can be applied to the individual and the organization. retail trade.

Fifth: Challenges facing the application of electronic commerce:

There are many difficulties and challenges facing the transformation process from doing business in the executive style to the new electronic model, where it is possible to display and classify legal issues arising in the field of electronic commerce and the directions for dealing with them as follows: [12]

1. Infrastructure requirements: It is a challenge of a technical nature related to the challenges of building and developing human cadres trained to use information technology and maintain equipment and the lack of sufficient volumetric space for wired and wireless communications in most Arab countries as they suffer from infrastructure problems in the fields of communications and computers.

2. The issue of privacy: The issue of data protection related to personal life is a subject of discussion, as the psychological distress of consumers has increased due to the increase in the quantity and depth of information collected about them in the era of abundance of information.

3. The issue of security and protection: The issue of security and protection is one of the most dangerous issues in dealing with the Internet as a tool in favor of e-marketing. Securing financial information about consumers is one of the important things that companies management should take into consideration when they engage in marketing activity through electronic commerce. [13]

4. Electronic commerce contracts: orders for goods or services are made on the network either by entering the relevant site by the user or via e-mail technology, as well as concluding the contract on the network. Therefore, one of the first problems is the validity of the documents and contracts that include a physical signature on them by their exporters .

5. Intellectual property challenges: A lot of issues related to intellectual property rights have been raised in the scope of electronic commerce, which has sparked legal

controversy regarding the legality and rationale of unpacking licenses and when the package includes the program.

6. Challenges of competitiveness: It is related to the concept of business development to ensure continuity and competitiveness and the expansion of the Arab e-commerce market size, and that the small size of the business directed towards the consumer is one of the main obstacles that limit the spread of electronic business over the network.

The second requirement

creative orientation

First: the concept of creative orientation:

The concept of creative orientation stems from the general concepts of creativity itself, and researchers differed in agreeing on a specific definition of it. Their interests differ, as well as their scientific and cultural curricula and schools of thought. The creative trend can be defined as new ideas and practices that can be translated into tangible innovations that achieve an added value. [15]

The general trends in administrative thought indicate that the concept of creativity stems from five concepts that cover the comprehensive picture of the concept, which are:[16]

1. The process, and refers to the process by which it uses its skills and resources to develop services and improve a process that can achieve a better response.

2. Generating, which includes generating new ideas and putting them into practice.

3. Results Creativity leads to a product characterized by modernity, originality and value for the community.

4. The capabilities of individuals through the possession of individuals with additional capabilities for creativity, such as the spirit of risk and the ability to change.

5. The organization's behavior refers to the adoption of a new idea or behavior for the organization's industry or market.

The definition of creative orientation lies in referring to the ideas and practices presented by managers and workers, which lead to finding more efficient and effective administrative processes and methods in achieving the goals of organizations and companies and more serving the community.[17]

Third: The creative process steps:

There are many models regarding the steps of the creativity process, differing from each other to varying degrees, and there is a model that is considered the most acceptable that the creativity process includes the following five stages:[18]

1. Preparation: that is, the time an individual spends in learning, reading, training at work, and attending conferences, seminars, etc., to enable him to understand and feel the problem.
2. Focus: that is, the individual at this stage focuses his attention, efforts and thinking on the problem.
3. Incubation: In this stage, the individual exerts great effort in his daily work in searching for information.
4. Inspiration: In it, the individual works to link information and find relationships between things.
5. Proof: that is, repeating the entire process in order to prove, modify or test the idea.

Fourth: Sources of Creative Orientation:

indicated that there are many sources of creativity, represented in the following:[19]

1. The requirements of the production process: the serial production processes that end with the presentation of the final product

were a source of skilled technicians and engineers, and consideration is given to developing processes or incomes when converting them into the outputs of important innovations.

2. Changes in the industry or the market: It is normal for changes to occur in the economic sectors, growth, expansion or contraction as a result of multiple factors, including the nature of industry, technological development, consumer tastes and others.

3. Population changes: The increase in the number of the population, its age and occupational structure, its geographical distribution, its educational level and the level of employment, all constitute important opportunities for introducing many technological innovations.

4. Modern knowledge: The tremendous progress in scientific knowledge has opened the way to include this progress in a huge number of products, especially electronic and communication means. These innovations are the result of new ideas and knowledge that are being implemented in new ways and methods.

The second topic

practical side

Introduction :

Through the general data collected about the study population by the first section of the questionnaire, and using the statistical frequencies that determine the characteristics of the study sample, with the aim of identifying the characteristics of the study community in terms of scientific, practical and social structure, and the following is the distribution of the study sample according to

First; the demographic variables:

Table (2) *Distribution of study sample members according to demographic variables*

n	Variables	category	Frequency	percentage(%)
1	the age	less than 30 years old	30	18%
		40-30years old	60	36%

		40-50years old	55	34%
		50-60years old	20	12%
		Total	165	100%
2	sex	Male	120	73%
		feminine	45	27%
		total	165	100%
3	Qualification	Prep	45	27%
		Bachelor's	100	60%
		Master's	15	9%
		PhD	5	3%
		Total	165	100%
4	Years of service	From 5 years and under	20	12%
		10-6 years old	50	30%
		From 11-20 years	70	43%
		From 21 years and over	25	15%
		Total	165	100%
5	Administrative level	Higher Management	20	12%
		middle management	45	27%
		lower management		61%
			165	100%

Source: Prepared by the researcher based on the results of statistical analysis

From the above table, it is clear that the percentage of individuals under 30 years old reached 18%, and people aged from 31 to 40 years amounted to 36%, which is the largest percentage in the study community, and individuals aged 40 to 49 years amounted to 34%, and individuals aged between 40 and 49 years From 50 to 60 years, their percentage reached 12%, and the percentage of males was 73%, which is the largest percentage in the study community, compared to the percentage of females, which amounted to 27%. The percentage of people who hold a bachelor's degree is 60%, which is the largest percentage between the study community and people who have preparatory certificates, which amounted to 27%, and the number of people with less than 5 years of experience reached 12%, and

people with experience ranging from 6-10 years amounted to 30 % and people with experience ranging from 11-20 made up 43%, and people with experience of 21 or more amounted to 15%.

Second: Description of the study variable for the independent variable (determinants of electronic commerce):

It aims to extract the arithmetic averages and standard deviations and indicate the degree of importance

And the order of the paragraphs at the arithmetic means and the (T) test to verify the significance of the paragraph and its importance to describe the trends of the study sample towards the determinants of electronic commerce.

1. Technological limitations

Table No. (3) shows the arithmetic mean, standard deviation, and the order of the respondents' answers

On the determinants of technology, which was measured based on (5) items:

Table (3) *The arithmetic mean and standard deviation of the response of the study sample members to the technological determinants*

n	paragraph	mean	standard deviation	T . value	Relative importance	ranking
1	The websites of the exhibitions company are characterized by working on all smart operating systems.	16.717	0.62601	4.320	0.000	1
2	The company has the necessary technological resources to adopt e-commerce	15.351	0.69861	4.304	0.000	5
3	The company has experienced specialists in the Internet	14.623	0.76243	4.210	0.000	3
4	The company has an advanced technological infrastructure	14.324	0.72551	4.001	0.000	2
5	Fast internet connection	13.423	0.71254	4.000	0.000	4
Total		0.65234	4.235			

Source: the results of the statistical analysis

The tabulated value of t) at the level of (1.99) 0.05 The tabular value of t was calculated based on the mean The default for the paragraph is (3).

The table indicates the answers of the study sample related to technological limitations, as they ranged from Arithmetic averages ranged between 4.000-4.320, with an overall average of 4.235 on the Likert scale. The quinquennial, which indicates a high level of the answers of the study sample towards the technological limitations. It was found from the results in Table No. (3) that the highest arithmetic

average was for paragraph No. (1), which states The websites of the exhibition company that work on all smart operating systems are characterized by a standard deviation of (0.62601), while the lowest arithmetic average was for paragraph No. (5), which states that the connection with the Internet is fast, with a standard deviation of (0.71254).

2. Administrative Determinants:

Table No. (4) shows the arithmetic mean, standard deviation, and the order of the respondents' answers.

On administrative determinants, which was measured based on (5) paragraphs:

Table (4) *The arithmetic mean and standard deviation of the response of the study sample members to administrative determinants*

n	paragraph	mean	standard deviation	T . value	Relative importance	ranking
1	E-commerce sites are planned based on the available resources and capabilities	15.726	0.61403	4.132	0.000	1
2	The website has been planned based on the available designs and ease of use for customers	13.624	0.69311	3.921	0.000	5
3	The company responds to the demands of its employees' needs to increase creativity, such as excellence in performance	14.521	0.74235	4.012	0.000	3
4	E-commerce reduces costs by increasing operational efficiency and eliminating	15.123	0.71634	4.023	0.000	2

	unwanted stages					
5	E-commerce increases the possibility of a better response to customer requests through an effective website	14.312	0.77091	4.022	0.000	4
	Total	0.68524	4.419			

Source: the results of the statistical analysis

The tabular t value at the level (1.99) 0.05 The tabular t value was calculated based on the mean The default for the paragraph is (3).

The table indicates the answers of the study sample related to administrative determinants, as they ranged from Arithmetic averages between 4.132-4.003 with an overall average of 4.055 on the Likert scale The quinquennial, which indicates a high level of the answers of the study sample towards the technological limitations. AIt was found from the results in Table No. (4) that the highest arithmetic average was for paragraph No. (1), which states

"E-commerce sites are planned based on the available resources and capabilities with a standard deviation of (0.61403), while the lowest arithmetic average was for paragraph No. (2), which states that the website was planned based on the available designs and ease of use for customers with a standard deviation of (0.69311). .

3. Organizational determinants:

Table (5) shows the arithmetic mean, standard deviation, and the order of the respondents' answers

On organizational determinants, which was measured based on (5) items:

Table (5) *The arithmetic mean and standard deviation of the response of the study sample members to organizational determinants*

n	paragraphs	mean	standard deviation	T . value	Relative importance	ranking
1	The company contributes to simplifying work procedures Administrative	14.826	0.62314	4.685	0.000	1
2	Supports senior management by adopting e-commerce in the company	13.321	0.76281	4.152	0.000	3
3	E-commerce reduces transaction costs commercial	14.372	0.68245	4.421	0.000	2
4	The company trains employees to use e-commerce applications	15.609	0.76142	3.826	0.000	5
5	E-commerce contributes to positive changes In the company's reputation	14.312	0.77091	4.022	0.000	4
	Total	0.68524	4.419			

Source: the results of the statistical analysis

The tabulated value of t) at the level of (1.99) 0.05 The tabular value of t was calculated based on the mean The default for the paragraph is (3).

The table indicates the answers of the study sample related to organizational determinants,

as they ranged from Arithmetic averages between 26 3.8-4.685 with an overall average of 4.055 on the Likert scale Five, which indicates a high level of answers of the study sample towards organizational determinants. It was found from the results in Table No. (5) that the highest arithmetic average was for paragraph No. (1), which states "The company contributes to simplifying administrative work

procedures with a standard deviation of (0.62314), while the lowest arithmetic average was for Paragraph No. (4), which the company ranks Workers on the use of e-commerce applications with a standard deviation of (0.76142).

Third: The study variable's description of the dependent variable (creative orientation):

It aims to extract the arithmetic averages and standard deviations and indicate the degree of

importance And the order of the paragraphs at the arithmetic means and the (T) test to verify the significance of the paragraph and its importance to describe the trends of the study sample towards the creative orientation.

1. Infrastructure Creativity:

Table (6) shows the arithmetic mean, standard deviation and order of the respondents' answers

Infrastructure innovation, which was measured based on (5) items:

Table (6) *The arithmetic mean and standard deviation of the response of the study sample to the creativity infrastructure*

n	paragraphs	mean	standard deviation	T . value	Relative importance	ranking
1	The company has made drastic changes in the use of computer systems in its operation	14.417	0.65343	4.416	0.000	1
2	The company has adopted new patterns in managing its operations	13.143	0.67271	4.242	0.000	3
3	The company's management made adjustments in the performance of its operation to serve its clients.	14.252	0.65145	4.321	0.000	2
4	The company's management has adopted a new policy in the field and methods of providing services	15.262	0.74152	3.622	0.000	5
5	The company has made comprehensive changes in the process of providing services	14.312	0.77091	3.722	0.000	4
Total		0.67536	4.242			

Source: the results of the statistical analysis

The tabular value of t at the level of (1.99) 0.05
The tabular value of t was calculated based on the mean The default for the paragraph is (3).

The table indicates the answers of the study sample related to innovation infrastructure. The arithmetic averages ranged between 22 3.6-4.416 with a total average of 4.242 on the five-point Likert scale, which indicates a high level of the study sample's answers towards the creativity infrastructure.

It was found from the results in Table No. (6) that the highest arithmetic average was for paragraph No. (1), which states The company made radical changes in the use of computer

systems in its process with a standard deviation of (0.65343), while the lowest arithmetic mean was for paragraph No. (4), which states that the company's management followed a new policy in the field and methods of providing services with a standard deviation of (0.74152).

2. The effect of creativity:

Table No. (7) shows the arithmetic mean, standard deviation, and the order of the respondents' answers

On the impact of creativity, which was measured based on (5) items:

Table (7) *The arithmetic mean and standard deviation of the response of the study sample members to the effect of creativity*

n	paragraphs	mean	standard deviation	T . value	Relative importance	ranking
1	I try myself to discover problems in order to solve them and contribute to the company's overcoming of them	4.154	0.69463	14.117	0.000	1
2	I seek to work with committees or work teams tasked with solving problems and contributing to the company's overcoming of them	4.042	0.67271	14.252	0.000	3
3	I seek to participate in training courses held outside the company to exchange views with the participants	4.121	0.62143	13.143	0.000	2
4	I am trying to find new ways to harness the existing equipment in the company.	3.825	0.71172	15.262	0.000	4
5	Delegate sufficient powers to enable me to make decisions about change and modernization	3.720	0.77091	14.312	0.000	5
Total		4.012	0.66586			

Source: the results of the statistical analysis

The tabular t value at the level (1.99) \square 0.05
 The tabular t value was calculated based on the hypothetical mean of the paragraph of (3). The table refers to the answers of the study sample related to the impact of creativity, where the arithmetic averages ranged between 4.1-5.442-20 with a mean of 3.7-3.7 It was found in Table No. (7) that the highest arithmetic average was for Paragraph No. (1) which states I participate in the comments and express my opinion during the seminars and meetings held by the company. With a standard deviation of (0.69463), while the lowest arithmetic average

was for paragraph No. (5), which states that I do not hesitate to make or adopt the required change in favor of the company's activities, with a standard deviation of (0.77091).

3. Implementation of creativity:

Table No. (8) shows the arithmetic mean, standard deviation, and the order of the respondents' answers.

On the implementation of creativity, which was measured based on (5) items:

Table (8) *The arithmetic mean and standard deviation of the response of the study sample to the implementation of creativity*

n	paragraphs	mean	standard deviation	T . value	Relative importance	ranking
1	I try myself to discover problems in order to solve them and contribute to the company's overcoming of them	3.712	0.65463	13.117	0.000	1
2	I seek to work with committees or work teams tasked with solving problems and contributing to the company's overcoming of them	3.847	0.67271	14.252	0.000	2

3	I seek to participate in training courses held outside the company to exchange views with the participants	3.351	0.69143	15.262	0.000	5
4	I am trying to find new ways to harness the existing equipment in the company.	3.825	0.71172	13.143	0.000	3
5	Delegate sufficient powers to enable me to make decisions about change and modernization	3.438	0.73093	15.112	0.000	4
Total		3.629	0.68516			

Source: the results of the statistical analysis

The tabular t value at the level of 0.05 \square (\square 0.99) was calculated based on the hypothetical mean of the paragraph of (3). The table indicates the answers of the study sample related to the implementation of creativity, where the arithmetic averages ranged between 3.513 - 3.712 each. Its value is 4.242 on the pentagonal Likert scale, which indicates a high level of the answers of the study sample towards the implementation of creativity. It was found from the results in Table No. (8) that the highest arithmetic average was for paragraph No. (1) which states I try by myself to discover problems in order to solve them and contribute to solving them and contributing The company has a standard deviation of (0.65463), while the lowest arithmetic average was for paragraph No. (3), which states that I seek to participate in training courses held outside the company to

exchange opinions with its participants with a standard deviation of (0.69143).

Fourth: The results of testing the hypotheses of the study:

The main hypothesis: There is no effect of the determinants of electronic commerce (technological determinants, administrative determinants, organizational determinants) on the creative orientation in the General Company for Iraqi Fairs at the level of statistical significance (0.05). To test this hypothesis, simple regression analysis was used to verify the effect of the determinants of electronic commerce (determinants). Technological, administrative determinants, organizational determinants) on the creative orientation in the General Company for Iraqi Fairs at the level of statistical significance (0.05), as shown in the following table:

Table (9) *The results of the simple regression analysis test for the effect of e-commerce determinants on creative orientation*

Sig* Indication level	T calculat ed	B regressio n coefficie nt	Sig* Indic ation level	DF degrees of freedom		F calculated	R ² (The coefficient of determina tion	R(correlation	dependent variable
0.000	181.213	0.645	0.000	8	regression	168.326	0.650	0.793	creative orientation
				150	the rest				
				158	Total				

Source: the results of the statistical analysis

Table (9) shows the effect of e-commerce determinants on creative orientation, as the results showed the statistical analysis with a statistically significant effect of e-commerce determinants on creative orientation, and the correlation coefficient reached (0.793), and at the level of significance (0.05), while the coefficient of determination R^2 reached (0.650), and the value of the degree of influence reached (0.645), and the significance of the effect confirms the calculated F value, which amounted to (168.326), which is a function with a significant level of 0.05 and the value of T (181.213), which is a function at the level (0.05), was rejected. The null hypothesis, which states that there is no effect of the determinants of electronic commerce (technological determinants, administrative determinants, organizational determinants) on the creative orientation in the General Company for Iraqi Fairs at the level of statistical significance (0.05). Administrative determinants, organizational determinants) on the creative orientation in the General Company for Iraqi Fairs.

Results:

1. The study concluded that there is an impact of the determinants of electronic commerce represented by (technological determinants, administrative determinants, organizational determinants) on the creative orientation of the General Company for Iraqi Fairs.
2. There is great interest by the study sample on the existence of cooperation between workers to reach the best electronic system for the implementation of electronic commerce operations.
3. There is great agreement by the study sample that the company's management depends on the involvement of workers in developing electronic strategic plans.
4. The results of the study showed that the level of importance of the determinants of electronic commerce came to a high level, as it was found that electronic commerce reduces costs by increasing operational efficiency and deleting undesirable stages.
5. The creative orientation in the General Company for Iraqi Exhibitions focuses on the impact, implementation and development of new ideas for customer service, through which the company's management is able to achieve excellence, and enables it to make appropriate and strategic decisions capable of achieving better performance.
6. The results of the study showed that the level of importance of infrastructure for creativity and the impact of creativity and implementation of creativity in the General Company for Iraqi Fairs under study from the point of view of the study sample was medium.

Recommendations

1. commerce, including experts and designers in developing programs to benefit from their experiences in applying electronic commerce in the General The necessity of attracting distinguished human competencies in the field of electronic Company for Iraqi Fairs.
2. The company's management should find a developed infrastructure and good systems with an appropriate legal and legislative structure to provide protection and confidence to its clients.
3. The necessity of supporting electronic planning in the General Company for Iraqi Exhibitions by focusing on the development of the human element in the application of electronic commerce, where employees are introduced to the advantages and importance of electronic commerce
4. The need for the company's management to adopt creative trends while carrying out the e-commerce process in a manner consistent with international trade applications, through the company's adoption of ideas to find marketing intelligence whose mission is to follow up on all that is new in all administrative and marketing fields in order to benefit from these creative ideas in providing the best electronic services .

5. The company's management should work on rehabilitating the infrastructure in terms of automation, linking it to the Internet, raising the scientific efficiency of the company's employees, and working to keep pace with the development in the field of electronic commerce.

6. Work to create an administrative atmosphere that helps all employees of all levels to think with a creative perspective and provide their best to keep pace with development.

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