

The Role of the Human Resources Information Systems in Enhancing the Organizational Creativity Process (A case study in the International Amazon company – Jordan)

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Abstract

This study aims to identify human resources information systems and their role in enhancing organizational creativity - in the Amazon Company-Jordan, and to achieve the objectives of the study, we used a questionnaire to collect data and distributed it electronically to the study population of (100) employees, and the number of retrieved questionnaires valid for statistical analysis was (80) questionnaires. It is used in the statistical analysis of data, descriptive analysis. The study also reached several results: The results showed a statistical effect of performance systems on organizational creativity at Amazon, and the significance of this effect is confirmed by the value of T (4.96) and in statistical significance (0.00), which is a function of the level of significance ($\alpha \leq 0.05$). An increase of one degree in the level of performance systems leads to an increase in the level of organizational creativity in Amazon by a value of (0.508) The study also found many recommendations, the most important of which are: Amazon should promote career advancement among employees who have creative abilities to obtain higher job titles and more benefits.

Keywords: human resources information systems, organizational creativity, creative abilities, benefits system.

Introduction

Our current era is characterized by rapid and renewed changes, the information revolution, globalization, transformation, and cognitive and technological explosion, which have increased challenges. One such challenge is to keep abreast of developments using the best human resources information systems. This has resulted in many problems, especially for retail companies, requiring creative solutions and new ways to solve them. Of course, this is done only with creative and talented people. They have to be provided with appropriate means that will help them to think about solutions in a creative way. Because not all employees have the same behavior and the same attitude towards the same problem. And here lies the challenge of creating an essential staff environment that integrates all individual talents to create team spirit and engagement in ideas. This, of course, delivers the organization's job satisfaction and human capital. Organizational creativity has become one of the main components of organizations. Some organizations are interested in creativity and the elements that lead to the success of their systems and keep abreast of modern developments. When the organization is interested in its staff and seeks to satisfy them, staff members will generate a motivation to make the organization first and distinct among competitors, and when they are relieved, they will have loyalty and belonging to bring out all their talents and think creatively. When you tell an employee that within the talent circle that will guarantee him the opportunity to develop

professionally (Alzaqebah & Abdullah, 2015; Alaaraj et al., 2016; Qasim et al., 2017; Al-Zaqeba et al., 2018). This is because studies consistently show that the opportunity to continue to grow and develop professional and personal skills is the main motivation behind why staff members accept and continue the job.

When an organization meets the needs of talented people and develops their abilities, creative production and innovation will emerge (Alaaraj et al., 2016b), which will inevitably lead to outputs that distinguish this organization from others and provide opportunities for employees towards creativity and integration into the company quickly, so we must say human resources are the only source of long-term competitive advantage. Organizations that do not invest in their human resources risk not only their success but their existence. As a result, this study was conducted to demonstrate and clarify what organizational creativity is and its impact on talented employees.

The problem of the study is the neglect of many talented staff in their work, as well as the many differences among staff resulting from globalization, openness, and diversity, as well as in the level of talent and the quality of thinking, which may affect the success of the work and the achievement of the organization's competitive advantage. Talented staff must therefore be adhered to and motivated in various ways to develop their existing talents. And unfortunately, many departments have little understanding of the concept of human capital from the organization's existing expertise and skill competencies that give the organization a competitive advantage, its relevance as a key resource for the organization, and its impact on organizational creativity in its different dimensions. This requires organizations to respond to these requirements by adopting new and sophisticated methods that respond to crises and challenges posed by the working environment and find creative solutions. In addition, there are many companies that follow practical strategies to encourage creativity, hence this study to answer the following question:

What is the role of human resources information systems in promoting organizational creativity?

Theoretical framework and previous studies

Human Resources (HR) Information Systems

With all the advances in systems and technological knowledge explosion, most companies have moved from manual information systems to state-of-the-art information systems. Among these modern systems is the Human Resources Information System (HRIS), which has greatly improved decision-making and human resources management accurately and efficiently.

What are Human Resources information system:

One of the most important recent developments in the field of human resources management is the trend towards designing and operating important information systems (Alaaraj et al., 2016a) in order to formulate policies and make decisions in all matters relating to personnel, as there is no effective human resources management without the availability of a human resources information system in modern and contemporary organizations.

Concept of human resources information systems

In this part of the study, we will address the definitions of the subject matter and the various names of human resources information systems in the human resources literature.

There are many definitions of human resources information systems (Hendrickson 2003) as an integrated system used to store and analyses information about the organization's human resources and not only computer equipment or software, but also people, policies, procedures, and data required to manage human resources functions of various kinds. Nawaz Gomes Human Resources Information Systems (HRIS) is regarded as a common area within more than one department within the organization. There are more than one party to these applications, such as application suppliers and suppliers of equipment and companies used for the application of various kinds of pharmaceutical companies, hotels, airlines, tourism, and services, whether private or government.

•Reix defined it as an information system that supports the functionality of managing human resources through the conduct of both recruitment, bonuses, pay, training, and training, as well as the conduct of the career and the necessary information about decision makers' human resources.(Reix, 2002).

Human Resources Information Systems (HRIS) is a technological innovation that transforms the Human Resources Section (HR) from a record-keeping unit and library into a strategic function.

Kovach also defined it as a structured procedure for collecting, storing, maintaining, and extracting data on the organization's human resources, personnel, and organizational unit profiles.

The Human Resources Information System (HRIS) is defined as physical (organs), information (operating systems, databases) and human (users, programmers) resources that interact with each other to collect, analyses, store and disseminate information on individuals and support the organization's human resources management decision-making process. (Rajm, 2017).

Through previous definitions, we conclude that the Human Resources Information System (HRIS) is a special application of electronic information bases and software designed to achieve efficiency and effectiveness in the enterprise's human resources management processes and combines individuals, devices, software, procedures, data, and beneficiaries.

The importance of human resources information systems:

The Human Resources Information System (HRIS) is critical to many human resources management activities, including:

Records and management

The use of computer records has saved time, effort, objectivity, and accuracy of delivery, i.e., reduced handling of manual records and paper transactions, as well as increased follow-up and oversight, and the possibility of compiling reports and using them to make administrative decisions at the appropriate time and place.

Selection and Appointment

The proper use of the computer in the selection and appointment sections of human resources management would make it possible to retain and retrieve the necessary information about the individuals nominated for posts when needed at a speed commensurate with the actual need for manpower. It would also contribute to substantive comparisons with eligible appointees and then take the appropriate substantive decision in line with information and accuracy about candidates as well as the speed of decision-making.

Salary and Wage Management

The use of computers in human resources management in the area of wages, salaries, and rewards has achieved the following advantages:

- Help with easy accounting analyses of wages, salaries, and rewards; detect errors and deviations with the speed and accuracy required to take corrective action.
- Contribute to rapid decision-making on allowances, benefits, and entitlements for the organization's workforce.
- Increase accuracy and speed in the preparation and disbursement of pay lists and bonuses at times appropriate to their entitlements.

Evaluating employees' performance

The computer contributed to the preparation of methods of evaluating employees' performance objectively and accurately, in addition to its use in the areas of retirement, security, development, and other activities under which the computer became the best means of achieving the objectives of the organization more efficiently and effectively.

Components of the Human Resources Information System

The human resources information components are:

Inputs

All personnel and function data available to the organization, particularly:

- Policies and critical human resource requirements of the organization
- Wage payment rules or methods of dealing with the wage payment process
- Manpower from outside sources
- Obtaining manpower from internal sources
- personal data of the organization's human resources
- The performance measurement rules of the organization.

Transfers and processing processes

which take place at the database level and relate to personal data, skills data, performance assessment, HRP data, salaries and benefits, serve to improve individuals' performance through career management programs, motivation, and training, and are processed through (registration procedures, tabulation, organization, ranking, predictive analysis, auditing, and then storing such data in different ways and means).

Output

The result of processing in the form of reports, such as

- Reports on worker distribution, including specializations, jobs, and qualifications required, as well as the number of workers in each.
- Reports on the number of employees in the enterprise at each level of employment, as well as the workers' status as temporary, permanent, or other.
- Labour data analysis statistics for each job administration in terms of both recruitment and transfer, promotion, and termination.

Audits

Human resources management performance is reviewed and its information system is evaluated, or what is known as the system's feedback.

Human resources information systems subsystems:

There are many sub-systems for HR information systems, but we will touch on three types, which are listed under the independent factor (benefit system, retention system, and performance system):

Benefits System

A corporate-sponsored system to provide the rewards and benefits an employee deserves for the tasks he or she performs in his or her work, which includes compensation for injuries and disabilities suffered as a result of the performance of his work, Material, moral, or financial benefits are granted to some individuals only because of their distinction and effort at work to induce them to continue in outstanding performance or to attract them to work.

Performance System

Performance management information systems include performance appraisal and productivity data. This system is often used as evidence in employees' complaints issues. Accurate documentation of staff performance and how performance is measured and reported is crucial for accepting evaluation information in the complaints session. The performance management system can lead to a number of decisions such as retention, promotion, transfer and dismissal.

Retention System

Ghanem (2015, p. 337) defined staff retention as "ways and means of contributing to the commitment of staff to the organization's long-term continuity and survival." One of the most important retention practices is the fairness of material and moral incentives, organizational justice, organizational culture, and job performance.

Comprehensive Human Resources Information System

The computerization of the human resources information system has led to the establishment of an integrated database of human resources files, staff files, posts, skills inventory files, affirmative action files, job analysis, design files, occupational health and safety files and many other human resources files in a coordinated manner using database management systems software so that application software can produce reports for any or all files (Alaaraj et al., 2018; Alaaraj et al., 2016a).

The HR information system is introduced so that the HR field is able to operate in an easier and simpler way. Most organizations around the world are now implementing the Human Resources Information System (HRIS), where they benefit greatly.

Organizational creativity

Organizational creativity concept

Many definitions of creativity and researchers disagree in reaching a specific definition, and we will try to learn about many definitions of organizational creativity (Alzaqebah et al., 2018a; Malkawi et al., 2019; Alzaqebah et al., 2020; Aloqaily, 2022).

Peter Drucker defined it as "a change in resource output, a change in value and satisfaction resulting from resources used by the consumer."

Robbins (1993) defined organizational creativity as: "A new idea being implemented for the development of a production, process, or service." Creativity in organizations can range from improvements leading to the creation of something of value and enormous substantive development. These improvements can include aspects such as production, organizational structures, new methods of technology, new plans and programmes for individuals, workers, and administrative systems.

It is also defined (2001) by Daft as: "The process of adoption that takes place for its thought or new behaviour on the reality, the employment sector, the regulated market or the general environment."

Jones also defined it as: "the process by which organizations use their skills and sources to develop new services or improve operating systems so that they can better respond to clients' needs."

It is defined as: "The organization's ability to recognize high business models in ways that create new value for customers."

This definition refers to focusing on the customer's needs and creating value with new technology.

From the foregoing, we can say that organizational creativity is any new or sophisticated ideas or methods on which the organization relies to achieve its goals.

The importance of organizational creativity:

The importance of organizational creativity is shown in the fact that it helps the organization function better through improved coordination, internal control, and organizational structure and facilitates creative processes that enable the foundation to continue its work and to find creative solutions to the problems it faces efficiently and effectively, and to bring about positive changes in the institution's construction and administrative processes (Alzaqebah et al., 2018a; Aloqaily & Rawash, 2022). They also help it adapt and interact with all the environmental variables surrounding it, improve its productivity, improve its performance and that of its employees, and develop innovative and creative new regulations, regulations, procedures, and working methods programs and services outside the institution's core activities, improving the quality of products and services it provides to the beneficiary public and increasing its financial inputs.

Based on the above, can summarize this importance with the following points: (Al-Zaqeba & AL-Rashdan, 2020a)

It is an integral part of the culture of any organization seeking success as it occupies a central position in the exercise of its activities and processes.

Improving organizational services for the benefit of the organization and the individual.

Contribute to the development of organizers' intellectual and mental capacities by providing them with opportunities to choose those capacities.

Optimize the utilization of financial resources through the use of scientific methods that keep pace with recent developments.

Ability to strike a different development balance between available material and human potential.

Good use of human resources and utilization of their capabilities by providing them with opportunities to search for new work and continuous updating of labour regulations in line with surrounding changes.

Organizational creativity characteristics

Organizational creativity takes many forms that are adapted to the outputs that come from the process of creativity that are among the following:

Organizational creativity means differentiation by introducing what is different from other direct competitors and others where a market segment is created through a unique response to their need through creativity.

1. Creativity represents the new, wholly or partly new versus the existing situation, as well as the source of renewal in order to maintain and develop the company's market share.
2. Creativity is the new combination that serves as putting well-known and old things into a new combination in the same idea, product and marketplace of others who are imitators.
3. Creativity is the ability to discover opportunities and represents a pattern of creativity that is based on a new reading of needs and expectations.
4. Creativity is a strategic task where it can be developed through strategies developed by senior management of the organization that lead the process of creativity .

Stages of organizational creativity

Creativity is a humanitarian phenomenon that can be addressed in the following stages:

- Interest: At this stage, the problem that is the focus of the creative individual is identified, so he must ask many questions that he deems necessary to solve this problem. In general, this stage is the stage of determining the dimensions of the problem and the approved plans.
- Preparation Phase: All information on the issue topic is collected here, and here creative individuals have to use different methods and specific forms of questions and surveys to gather information.
- Incubation: This phase represents the interaction of information and data in the subconscious of the creator using what is new in the creative decision.

- **Illumination:** At this stage, the characteristics of creativity are self-contained and go by only the creators. This is the process of the sudden emergence of a fundamental idea or exemplary work. This idea or solution seems to have been organized and arranged without planning.
- **Verification phase:** At this stage, the results achieved are compared with the objectives developed in the preparation phase. In this context, assessment and overall analysis are important to observe if the values and objectives are sought.
- **Utilisation & Diffusion:** This is the last step in the process of creativity where creativity is used or the idea of creativity and results are spread.

Previous Studies

The aim of the Shalabi study (2019) was to identify the impact of organizational uniformity on organizational creativity in Jordanian official universities, as well as the modified role that talent management can play in that relationship. The data was analysed using descriptive and evidentiary statistical methods based on the SPSS statistical software package. The study found that organizational uniformity in all its dimensions (communication and interdependence with management) (self-assessment) (integrated values and objectives) (communication and interdependence with colleagues) does not morally affect the organizational creativity of Jordanian official universities. While talent management modified the relationship between organizational uniformity in Jordan and creativity by interacting with all dimensions of organizational uniformity and talent management and achieving a moral impact on creativity in Jordanian official universities, the study recommended that the ideas and interests of faculty members should be taken further into account by the university administration. Ensure clarity and understanding of talent attraction strategy based on competencies and experience by faculty members. To make use of the excellence of faculty members by being able to assess themselves from their association and membership in the university and the extent to which they are more involved in making decisions about creating creativity or creating a creative climate or encouraging them to carry out their tasks in a renewed manner (Al-Zaqeba & AL-Rashdan, 2020).

The study aimed to investigate the impact of ICT on the organizational creativity of the National Well Works Corporation. A questionnaire was distributed to an intentional sample of 58 individuals, and the study's hypotheses were tested using the statistical methods provided by the 23_SPSS program. The results of the study, through statistical indicators, showed that the ICT dimensions varied in priority, with the most influential dimensions being physical devices, followed by the database and, to a lesser extent, individuals, programmes, communications, and networks. Statistically significant linkages between ICT dimensions and moderate organizational creativity have also been identified, confirming the awareness of sample individuals of the important role IT plays in supporting and enhancing the organization's organizational creativity. The study came up with a number of recommendations, most notably, focusing on the formative programs of the enterprise's employees, by training them in effective ways of using ICT to increase their creativity.

The Mashhadani Study (2020) aimed to identify the impact of decision support systems on organizational creativity in industrial companies in Dhofar governorate, and researchers adopted a survey descriptive research methodology and the tool was identified. The research community is staffed by three industrial companies in Dhofar governorate (Risot Alcement,

Dhofar Energy, and Salah Methanol Company) employees. The stones were distributed to all members of the study community. The descriptive and analytical approaches were used by researchers to collect and analyse data, answer research questions, and test hypotheses. The main findings of the research include a statistically significant impact on supporting senior management and the type of support systems used for organizational creativity at the indicative level (05.0) of industrial companies in the Dhofar governorate. The lack of a statistically significant impact of the possibilities of decision-support systems on organizational creativity at the statistically indicative level (05.0) One of the most important recommendations is to increase the levels of creativity of workers in industrial companies through the holding of workshops and their development of best practical practices in utilizing the outputs of decision-support systems. and strengthening the input of industrial companies' decision support systems to make new and new contributions to decision-making.

The Haraz Study (2020) aimed to find the most important determinants of the adoption of cloud HR systems and test the relationship between those factors and talent-ego policies while streamlining the actual use of cloud HR systems in SMEs. The analytical descriptive approach was selected, relying heavily on the TOE framework, and the research relies on survey data from a sample of 295 individual managers and IT specialists in SMEs. The path analysis method was used to assess the structural relationships of the research model. The results of the research structural model show that technological efficiency, information security, support for senior management, and competitive pressures are the most important factors influencing the use of cloud computing in SMEs. Furthermore, the results indicate that the actual use of cloud computing plays an intermediary role between adoption determinants and talent management policies.

The aims of the AMEN (2020) study were to identify the extent to which the human resources information systems (HRP-HRP-HRTS-HRDS-HRRS) impact on the organizational performance of Intercontinental Hotel Group. The analytical descriptive curriculum was based on the survey list, which was distributed to a class sample of 286 different administrative levels at Intercontinental Hotel Group in the hotel sector under study. The study found that there is an intrinsic impact of the dimensions of human resources information systems on the excellence in organizational performance of Intercontinental Hotel Group from the perspective of the hotel sector's staff in question.

Boudiaf's study (2020) was primarily aimed at measuring the correlation between IT and HRIS through its dimensions. We have therefore developed a model showing the relationship between the studied variables (information technology and HR information system). This study was conducted on a sample of 32 agencies from the eastern Algerian region, drawing on the survey and discipline method of data collection and analysis through a set of statistical indicators such as the Kronbach Alpha test, one sample Kulmugorov Smirnov, descriptive statistics such as (average, standard deviation, average standard error) and the correlation factor for hypothesis testing using SPSS S 20. The main result of the study was a positive - high - correlation between the dimensions of information technology and the development of the human resources information system's performance.

The Zaki, Karam (2018) study aimed to examine whether the impressions of hotel staff relate to the importance of the HRIS and its adoption according to the hotel category. A comprehensive 2 × 2 pilot design was conducted using data collected from 80 hotel employees. Participants were purposely selected through LinkedIn and Facebook web pages. The results

of this experiment showed a general lack of adoption of the cloud HR information system in three-star hotels compared to five-star hotels in Egypt, and most of the cloud HR information system's activities are still used in a very limited range. In addition, the perception of the degree of importance varies greatly between hotel types. The main impact of this study within the Egyptian hotel sector is that to be more innovative and competitive, hotel companies will need to invest heavily in intelligent innovation within their human resources departments to take advantage of the strategic and operational advantages of the cloud HR information system. This study is one of the few studies that has worked to operationalize the concept of cloud HRIS in the Egyptian hotel industry; It highlighted the key influences of the Cloud HR Information System based on the TOE environment model and the hotel's HR activities.

Al-Zben (2019) study aimed at identifying the impact of strategic intelligence in promoting organizational creativity: a case study in the Jordanian Communications Group (Orange). To achieve the study's objectives and for the purposes of data collection, the researcher developed a validation, verification, and validation test. A regular random sample of 1,100 managers was selected from the study community, with 291 managers subsequently distributing 291 questionnaires to the managers surveyed, with 240 recovered, and after an audit of the questionnaires recovered, 20 questionnaires were excluded for lack of information, thus the number valid for statistical analysis was 220. The study relied on the analytical descriptive curriculum to fit it into the nature of the study, and the researcher used a number of statistical methods available in the Statistical Packages for Social Sciences (SPSS). The results of the study show that there is a statistically significant effect at the level of morale (0.05) and strategic intelligence with two dimensions (stewardship and vision) in promoting the organizational creativity of the Jordanian Communications Group (Orange). There is no statistically significant effect at the level of morale or male strategic intelligence with two dimensions (stewardship and vision) in promoting the organizational creativity of the Jordanian Communications Group (Orange). The study concluded with a series of recommendations, the most important of which is that the implications of the results of the study provide benefits for the marketing and business sectors (telecom group sectors) in Jordan for the purpose of understanding creativity in the Jordanian Communications Group (Orange).

The study by Zhigang et al. (2019) aimed to develop a measure of creativity-oriented human resources management systems to improve organizational creativity. The study also aims to explore the mechanisms between them by investigating the intermediary role of innovative culture and the intermediary role of customer guidance methodology. The study uses a sample of 82 knowledge-intensive companies with 780 companies. Participants comprised 145 human resources professionals, 512 basic knowledge workers, and 123 senior managers in China's human resources management systems". Exploratory factor analysis, confirmed factor analysis, and regression analysis are used to validate and measure innovation-oriented human resources management systems and test hypotheses. This study found that innovation-oriented human resources management systems consist of three dimensions: innovative practices to enhance skills; internal motivation and empowerment; and practices. These practices greatly improve organizational creativity through creative culture. Moreover, customer orientation mitigates the impact of innovative culture on organizational creativity. In this way, the positive relationship is stronger when the client's direction is high, and value -- This study contributes to the strategic human resources management literature by developing and validating a measure of innovation-oriented human resources management systems. Moreover, it also explores the mechanisms among human resources management systems geared towards creativity and organizational creativity based on a complementary perspective of innovation, which underscores the important intermediate impact of

innovative culture. More importantly, the authors suggested the importance of absorbing knowledge and information from clients and put forward the role of the broker played by customer guidance, especially in the context of an emerging country such as China.

Redjem (2019) aims to identify the relationship between HRIS and British Petroleum's workforce planning human resources information system ", based our study on the descriptive curriculum by analysing the reality of the human resources information system, Then analyze the predictive management function of jobs and skills, using the interview as an essential tool, By interviewing human resources management frameworks, and we have found that the institution has a fairly acceptable human resources information system, However, it is not used for what is required, especially with regard to performance evaluation and career management, especially with regard to Algerian employment, but for foreigners. With regard to human resources planning, human resources management seeks to provide the organization's human resources needs in terms of number and competencies. The information system has contributed to the operationalization of this function, especially by providing a database of all staff in the organization as well as their specializations and skills (skills inventory).

By reviewing the most important previous studies, it is clear that there is some similarity with the current study in addressing the topic of human resources information systems as well as organizational creativity in organizations. However, what distinguishes from the current research on past studies is their treatment of dimensions in the independent and subordinate factor whose society has not been able to be addressed and satisfied in theory and practice by previous studies and which have been considered as important factors affecting the performance of organizations and their personnel, and which have addressed a different working environment (Al-Zaqeba et al., 2018b). To complement this importance, the current research will focus on the role of HR information systems in promoting organizational creativity at Amazon.

Sample Study

The study sample consisted of 100 Amazon employees, selected in a random manner, and Table 1 shows the distribution of the sample personnel depending on the demographic variables.

Table (1): Distribution of the sample members according to the study variables

variable	Classification	Frequencies	%
Sex	Female	71	71.0
	Male	29	29.0
Age Group	30 years - less than 40 years	21	21.0
	40 years - less than 50 years	10	10.0
	Less than 30 years old	69	69.0
Education Level	Baccalaureate	67	67.0
	High Diploma	19	19.0
	Ph.D.	5	5.0
	Master's degree	9	9.0
Years of Experience	11 years and over	15	15.0
	1 to 4 years	67	67.0
	5 to 10 years	18	18.0
Job Title	Head of Section	4	4.0
	Director	10	10.0
	Staff member	85	85.0

Stability of The Study Instrument

In order to ensure the stability of the study tool, the tool stability equation (Cronbach's alpha) was applied to all areas of the study, and Table (2) shows this.

Table 2: Cronbach's alpha coefficients for the fields of study

No.	The Field	number of paragraphs	Cronbach's alpha coefficient
1	Performance System	9	0.93
2	Advantages System	9	0.80
3	Retention System	7	0.74
4	Organizational Creativity	24	0.82
	Questionnaire As A Whole	49	0.93

It appears from Table (2) that Cronbach's alpha coefficients for the study areas ranged between 0.74-0.93, the highest for the "performance system" domain and the lowest for the "retention system" domain, and the Cronbach alpha coefficient for the questionnaire as a whole was 0.93; all reliability coefficients were high and acceptable for the purposes of the study., where the stability coefficient (Cronbach's alpha) is considered acceptable if it is more than 0.60.

Findings on the answer to the first question: What level of organizational creativity exists in the organization?

To answer this question, the researcher calculated the computational averages and standard deviations of paragraphs after organizational creativity, and table (3) shows this.

Table 3 *Computational averages and standard deviations of organizational creativity variable paragraphs ranked in descending order*

Rank	No.	Paragraph	Mean	S.D
1	17	As an employee, are you proud to belong to Amazon	4.65	0.6
2	1	I am trying to apply new methods to solve the problems facing me in my work	4.62	0.49
3	10	I accept the intellectual difference that is related to the development of my work	4.56	0.61
4	18	Does the company encourage creativity and renewal in the organization	4.53	0.7
5	13	I encourage working in a team spirit	4.52	0.66
6	7	I propose new methods of doing the work even if there is a possibility that they will not work	4.49	0.82
7	5	I seek ideas and suggestions that contribute to solving business problems	4.48	0.66
8	21	Is the company interested in showing thanks and appreciation to creative employees	4.48	0.61
9	8	Be careful to bring new ideas to work even if I can't apply them	4.43	0.78
10	14	Combine different ideas to solve a problem	4.4	0.65
11	15	Make sure to make changes in working methods every time	4.39	0.89
12	9	I have an accurate view of the business problems	4.38	0.74
13	16	I'm ready to take responsibility for my actions.	4.38	0.92
14	23	The company adopts renewed patterns of management and supervision	4.36	0.82
15	3	I have enough skills to help me convince the workers while dealing with them.	4.35	0.91
16	22	The company provides a stimulating environment for creative work	4.26	0.82
17	12	I am keen to introduce independent and new ideas for pre-presented methods from my colleagues	4.25	0.93
18	2	I am trying to apply new methods to solve the problems facing me in my work	4.23	0.6
19	6	I am keen to take advantage of the criticisms and observations directed at me	4.23	1.13
20	20	Does the company create and develop the capabilities of employees	4.18	0.9
21	11	Keep away from repeating what my colleagues do to solve work problems	4.16	1.08
22	4	I care about dissenting opinions so that I can benefit from them.	4.12	1.04
23	24	The company has an incentive system that rewards new ideas.	4.1	1.14
24	19	Is the wage you receive satisfactory and thus motivates you to create	3.61	1.3
		general rate	4.34	0.83

Table (3) shows that the arithmetic averages of organizational creativity variable paragraphs ranged from (3.61-4.65), above for paragraph No. (17) Which reads "As an employee, are you proud to belong to Amazon" with an average account (4.65), and with the last ranking paragraph No. (19) Which stipulates that "Is the wage you receive satisfactory and thus motivates you to create" with an average calculation (3.61), reaching the average calculation of the total field (4.00) and to a high degree.

Findings on the answer to the second question: Is there a relationship between HRIS and organizational creativity?

To answer this question, the researcher used Pearson's correlation factor between HR information systems and organizational creativity, and table (4) shows this.

Table (4) Pearson correlation factor between HR information systems and organizational creativity

Human Resources Information Systems	Statistician	Organizational creativity
Performance System	Correlation coefficient	.324**
	Statistical connotation	.001
Benefits System	Correlation coefficient	.615**
	Statistical connotation	.000
Retention System	Correlation coefficient	.470**
	Statistical connotation	.000

Table 4 shows Pearson's correlation factor between HR information systems and organizational creativity. The results show a positive average statistically significant relationship between HR information systems and organizational creativity, with all statistical evidence values below 0.05.

Results related to answering the third question: Does organizational creativity affect Amazon employees' performance?

To answer this question, the researcher tested the main study hypothesis, which states: "There is no statistically significant impact of HRIS in its different dimensions in organizational creativity in its different dimensions at the level of morale ($\alpha \leq 0.05$)". To identify the impact of HRIS in its different dimensions in organizational creativity in its different dimensions, multiple regression analysis was used, and the table (5) shows this.

Table 5. Multiple regression analysis to determine the impact of human resources information systems on organizational creativity in different dimensions

Independent Variable	β	T	Sig.*t	R	R²	F	F Sig*	Fixed Limit
Performance System	.024	.263	.793					
Benefits System	.508	4.96	.000	.632	.399	21.25	.000	2.18
Retention System	.168	1.72	.090					

Table 5 shows the impact of human resources information systems in their different dimensions on organizational creativity in their different dimensions. The results of the statistical analysis showed a statistically significant impact of human resources information systems in their different dimensions on organizational creativity in their different dimensions, with the correlation factor R (0.796) at an indicative level (0.05). The R² determination coefficient is 0.634, i.e., HR information systems in its different dimensions explain 63.4% of changes in organizational creativity in its different dimensions. The morale of this effect confirms the value of F (135.7), which is a function at its indicative level (0.05). This validates the rejection of the zero hypothesis, which states: "There is no significant impact of human resources information systems in their different dimensions on organizational creativity in its different dimensions at the indicative level (0.05)."

The first sub-hypothesis: "There is no statistically significant effect of the benefits system in Amazon's organizational creativity at the level of morale ($\alpha \leq 0.05$)"

By reference to table (5), the results showed no statistical impact of the benefits system on Amazon's organizational creativity, with T (0.263) and statistical (0.793) valued at an indicative level ($\alpha \leq 0.05$).

The second sub-hypothesis: "There is no statistically significant effect of performance systems on organizational creativity in Amazon at the level of significance ($\alpha \leq 0.05$).

The results showed that there is a statistical effect of performance systems on organizational creativity in Amazon, and the significance of this effect is confirmed by the value of T (4.96) and with statistical significance (0.00), which is a function at the level of significance (0.05), and the value of the degree of influence was (0.508), which means that a one-degree increase in the level of performance systems leads to an increase in the level of organizational creativity in Amazon by a value of (0.508).

The third sub-hypothesis: "There is no statistically significant effect of the retention system on organizational creativity in Amazon at the level of morale ($\alpha \leq 0.05$)".

Referring to Table (5), the results showed that there was no statistical effect of the retention system on organizational creativity in Amazon, where the value of T was (1.72) and statistical significance (0.090), which is not significant at the level of significance ($\alpha \leq 0.05$).

Summary of results

Through the theoretical and field study, the researcher reached a number of results, the most important of which are:

The results showed that there is a statistical effect of performance systems on organizational creativity in Amazon, and the significance of this effect is confirmed by the value of T (4.96) and with a statistical significance (0.00), which is a function at the level of significance ($\alpha \leq 0.05$), and the value of the degree of influence is β (0.508), and this It means that a one-degree increase in the level of performance systems leads to an increase in the level of organizational creativity in Amazon by a value of (0.508).

There is a positive, medium, statistically significant relationship between human resources information systems and organizational creativity, where all the values of statistical evidence are less than 0.05.

Recommendations

1. Amazon should promote career advancement among employees with creative capabilities to obtain higher job titles and more benefits.
2. That Amazon seeks to raise the educational level of employees, and to employ those with higher degrees.
3. Amazon should provide the right environment for creative employees.

Recommendations for future research

1. The study recommends doing more future studies dealing with other international companies in Jordan, as they need to consider the quality of their systems more and develop organizational creativity in them.
2. The study recommends the work of future studies dealing with the aspects included in this study.

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