

An Empirical Study on the Impact of Digital Innovation in Achieving the Digital Organizational Identity

Niebal Younis Mohammed, Duha Khalid Abdul-Rahman Al-Malah, Ahmed

Sabeeh Yousif

Northern Technical University, Administrative Technical College, Iraq,
Mosul, 41001

niebal.younis@ntu.edu.iq; duhakm@ntu.edu.iq; ahmedasbeeh123@ntu.edu.iq

Abstract. Universities began to compete with each other and acquire all new technologies by adopting the fifth generation of computers that provided huge storage and speed Telecommunications Universities did create virtual reality systems (VR) and Augmented Reality (AR) systems, as well as connected smart cities with the internet, take advantage of artificial intelligence systems (AI) in Building an innovative digital organizational structure. Digital to uniquely grant its students and graduates a unified form of organizational identity that serves it from the scientific, financial and social points of view, in addition to facilitating the task of obtaining jobs and free professions. The idea of the study is to unify the information and data of postgraduate and undergraduate students of the Northern Technical University by designing a digital organizational identity through innovative skills that are fluent in programming applications of computer engineering, artificial intelligence, digital security, communication networks, digital strategies and physical tools, as we surveyed the opinions of 377 academics to be analyzed by the method of structural modeling of relationships And the unmeasurable opinions were dominated by the AMOS system and the SPSS statistical program to calculate the indicators of the conformity of the hypothetical model with the standard model, the regression equation, the degree of freedom, the correlation relationship and the moral influence to deduce the extent of the technical development of the Northern Technical University and its susceptibility to the sustainability of its scientific center within the universities that are geared towards investment and the competition of major universities and the increase in the number of student admissions.

Keywords: Digital Organizational Identity, Digital Innovation, Articles, Strategy, Digital Security

1. Introduction

Today's digital technologies have massively transformed the growth of our economy and the ideas of our society. New concepts emerged, including the concept of digital innovation, which is part of entrepreneurship, to contribute to the growth of the rates and size of Iraqi universities, including the Northern Technical University. Digital as an electronic identification document that was opened to its users(Al-Malah, Duha et al., 2020) New horizons to deal with their needs of entry and exit to the university campus. Service matters such as collecting books and electronic resources available in libraries, paying the amounts owed to them electronically, entering educational platforms, following up on their electronic lessons and performing their exams via an electronic chip has become very easy.

Digital innovation is not only for the administration of education, but it is an innovation for new sciences that opened horizons for previously unknown sciences, namely (cyber-physical system, artificial intelligence, deep learning, big data (AHM Alaidi et al ., 2020, blockchain, e-commerce), as well as the foundations of the semantic domains of some of the terms used by applied sciences in the "analog times". One of these concepts is the organizational identity (OI), and then the digital organizational identity (DOI). Which was associated with programming and creating structures for senses and personal data in institutional digital websites.

To increase the investment and economy of institutions, digital technologies and the nature of digital creativity contributed to the production of classic, easy-to-use, low-cost applications and the presentation of its services and products on digital platforms that support innovative skills and new and changing entrepreneurial business models. Social, employment rates and modern quality of life.

[2] Digital innovation is the main key to the work of software institutions, linking various fields of work, products and services, and presenting them on digital platforms as service goods and applied products to align financial investment and provide financial stability that enables it to predict new technology and business environments that explore new opportunities and future employment.

2. Literature Review

2.1. State of Arts:

Digital Innovation as the Key Factors Changing Organizational Identity into a Digital Organizational Identity, Roman Batko*, Katarzyna BaligaNicholson**, 2022 (Joachim 2022).The purpose of this article is to explore the consequences of digitalization on organizational identity. The first stage of the research was a review of the literature dedicated to Organizational Identity (OI), which allowed us to identify key areas and features of classically understood OI. On this basis, we created the first part of the model, which is presented as OI. Then we conducted a

systematic literature review of scientific articles connected with Digital Innovation (DI) in the Scopus database, which we identified as being of particular relevance to organizational studies. The results obtained in relation to the revealed research gap,

Digital Innovation Management, Satish Nambisan, Kalle Lyytinen, Ann Majchrzak, 2017, Rapid and pervasive digitization of innovation processes and outcomes has upended extant theories on innovation management by calling into question fundamental assumptions about the definitional boundaries for innovation, agency for innovation, and the relationship between innovation processes and outcomes. There is a critical need for novel theorizing on digital innovation management that does not rely on such assumptions and draws on the rich and rapidly emerging research on digital technologies. We offer suggestions for such theorizing in the form of four new theorizing logics, or elements, that are likely to be valuable in constructing more accurate explanations of innovation processes and outcomes in an increasingly digital world. These logics can open new avenues for researchers to contribute to this important area. Our suggestions in this paper, coupled with the six research notes included in the special issue on digital innovation management, seek to offer a broader foundation for reinventing innovation management research in a digital world.

2.2. The concept of Digital Innovation

Digital and applied innovation is a business driving factor towards achieving results, which builds on capabilities and skills to deliver differentiated and flexible customer experiences, improve teamwork and well-being, and adapt and expand new business models and ways of working. (NA Jasim et al .,2021 ; MN Giannakos et al ., 2021).

It is also defined as the result of the process of collecting digitally encoded information and popular social media applications, through organizational interfaces. These interfaces allow the creation of digital services using external digital resources and also grant other collaborators access to digital resources resulting from the generation process(A. Klačnja-Milićević et al .,2061), In addition to the innovation of smart phone cameras, users can take photos, modify them, and share them, and facilitate the creation of personal and commercial interfaces to display user data and commercial advertisers.

Digital innovations rarely follow the traditional logic of electronic governance and administrative coordination, to show the opportunities available in the digital ecosystem resulting from the wide connectivity of the Internet.(H. Alrikabi et al .,2021. Which has a wide scope and various ways of development, spread and growth through innovations and skills so that its activity varies based on motivational means, software practices and ease of management based on design, computer engineering and artificial intelligence techniques that contribute to raising the activities and capabilities of users and arranging their ideas through digital

platforms that have become the focus of attention of users to satisfy their needs and desires personality (S. Ennouamani et al .,21021).

When it comes to the development of digital innovations, the available solutions often embody the combination of product and service characteristics simultaneously, and thus are often described as service innovations or product service systems from the perspective of the emerging dominant service logic of the marketing discipline which in turn reconceives service as an application of specialized knowledge of value Shared within a network of service providers, customers, beneficiaries, and others. It is a networked, collaborative process of co-creation of value that is enabled by complex social technology (Grover et al ., 2018).

Digital innovation systems with re-integrable digital resources and exponential opportunities for analytics and automation, enabled by a combination of big data, robotic process automation, machine learning, and human intelligence, dramatically expand the creative space for service design.

2.3. The concept of digital organizational identity (Raffaele Fabio Ciriello et al ., 2018)

The digital organizational identity with its personal data is the only key to all the benefits of modern technologies, which is considered to revolve around a responsible digital approach that has an effective institutional nature for all digitized organizations. Resulting from social engineering or misuse of digital identity. Through peer-to-peer collaboration, building a coordinated hybrid identity, systems access control, and data collection, storage, and use that comply with that organization's laws and regulations.

2.4. The Digital Identity

It is a social identity that a user can establish Internet In digital societies and websites that represent an individual builds for himself that indicates a measure of his personal information. It can define the relationship of an Internet user to a specific group of subscribers on the Internet. Users may identify themselves in some contexts with an avatar or an icon-sized image, such as online forums, chat rooms, and multiplayer games. Avatars are a way for users to express their digital identity (Roman Batko et al ., 2022).

As for the digital identity in the education sector, it is one of the most important newly invented technologies targeted by governments because of its economic, developmental and monetary benefit that contributes to the stability of the educational system and facilitates the work of its protection systems and gives its students an opportunity to work within governmental and private communities efficiently and reach them when they need their services, which require Their ability and knowledge to activate all the educational services that are required and associated with the student in all stages of his education. The traditional method can

put the student's data in problems, including loss or burning, especially the student's financial files. It is preferable to build a reliable database for university students using the cloud computing system that enables the departments to keep their documents and levels of educational attainment. And to give them support and advice from the official authorized to this base and directly linked to the educational institution. In order to access the student's data, the competent employee must authorize through permissions that allow him to show the statistics and reports required of him immediately, which in turn reflect the extent of the technical development of the university and reduce the burden for decision-makers from falling into bureaucratic problems that speed up the solution of outstanding issues, including student admission and improving the quality of education and curricula Updating schedules and projects and filling in the data that is done by student professors to be added to a database equipped with educational technologies and platforms that oversee the management of this database. (D. Al-Malah et al ., 2020) , By creating a vision about the development plan and challenging the needs necessary to access smart education based on cloud computing and artificial intelligence applications via the optical fiber network and the use of smart platforms.

2.5. Digital Innovation Tools (LF Jawad et al ., 2021)

Public Sector: These include a group of institutional leaders, policy makers and regulators who are active in the innovation ecosystem, along with faculty and community members.

Financial actors: This category is the entities that support the various phases of the startup project, from initial prototypes to initial offerings, including crowdfunding platforms, private investors, and grant providers such as NGOs. A portion of these amounts is allocated to the academic and student actors that program the activities of building innovative systems. Academic bodies: Academic bodies include university education institutions, research institutions, and training centers. Academic institutions support the innovation system by conducting basic research, helping to build the capacity of human capital, and encouraging the development of innovative youth (A. Al-zubidi et al ., 2021) .

Entrepreneurial networks: They are centers within the innovation system, such as technology incubators, accelerators, and associations that support ideas owners. Conducting desk research is often a good starting point for determining the educational goal and making progress in innovation in order to explore gaps and address them, identify innovative paths that can be added to the system, and prepare development programs that work to sustain the educational system to reflect the technical development of the university, note Figure (1).

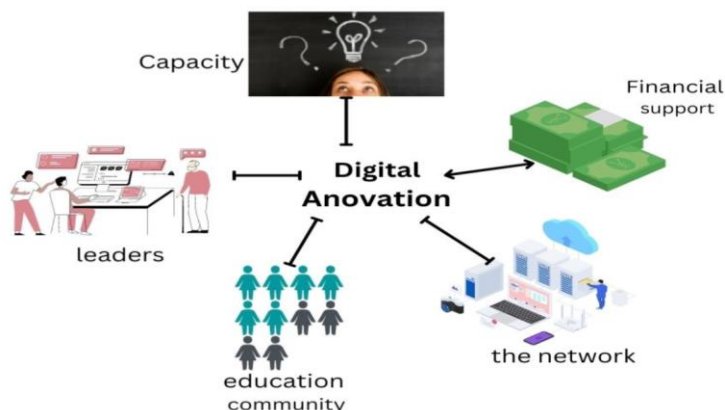


Fig. 1: An illustration of Digital Innovation Tools

3. Research Methodology

3.1. Research problem

Organizations are still looking for everything new to support their fame and consolidate their position, so they employed technical developments in favor of work, and here the role of digital creativity emerged to transform all traditional creativity into what is modern facilitated by technical methods and adding electronic aspects to it, so the problem of the current study focused on the following questions:

1. What are the most successful programs for educational groups?
2. They are the outputs and outcomes of the digital innovation process.
3. The impact of digital innovation on Digital organizational identity.

3.2. The Importance of Studying

Since digital creativity has several types, it has become important to investigate them in order to achieve an understanding of the basic variables of the study. Therefore, the study addressed the following considerations:

3.3. Objective significance:

The importance of this study lies in the fact that it is a scarcity of studies on the subject of digital creativity and digital organizational identity. On the one hand, the study deals with three combined variables represented in (strategy, digital monitoring, and physical tool), which are of interest to researchers.

University presidents were interested in studying the process of traditional transformation into digital, as one of the important factors in light of which determines the success of any institution. They embraced the creators of digital innovation who developed their digital skills to serve university students by

organizing digital hobbies for them that regulate their administrative affairs.

3.4. Applied Importance

The applied importance of this study appears by working on bridging the application gap for this important topic, which is the extent of the impact and connection of digital creativity, its relationships and variables with the digital organizational identity process, and since this topic has not been studied before for such studies to benefit from its results and recommendations.

3.5. Objectives of the Study

Through this study, we seek to achieve a set of objectives represented in:

1. Presenting the rooting of digital innovation and its renewable patterns, in addition to encompassing the theoretical framework for the concept of digital organizational identity and showing its various dimensions, and developing a proposed model for these dimensions that serves this study.
2. Determine the reality of digital innovation at the level of the researched organization and benefit from the interpretation of the basic variables.
3. Clarifying the values of costs incurred by leaders at the level of the organization under study in the event that a digital organizational identity is used for their students.
4. Finding the relationship of the regression coefficient and the confirmatory factor of digital innovation and between the variables of digital organizational identity in the researched organization.

3.5. Study Hypotheses

Through the study model, the study relied on the following main and sub-hypotheses:

The first main hypothesis: There is a statistically significant relationship between leadership styles and digital transformation, from which the following sub-hypotheses branch out:

1. There is a statistically significant relationship between the strategy dimension and the digital organizational identity.
2. There is a statistically significant relationship between the digital monitoring dimension and the digital organizational identity.
3. There is a statistically significant relationship between the physical tool dimension and the digital organizational identity.

The second main hypothesis: There is a statistically significant effect between leadership styles and digital transformation, from which the following sub-hypotheses are derived:

1. There is a statistically significant effect between the strategy dimension and

the digital organizational identity.

2. There is a statistically significant effect between the digital monitoring dimension and the digital organizational identity.
3. There is a statistically significant effect between the physical tool dimension and the digital organizational identity.

4. Results and Discussion

4.1. Description of the Study Sample

A random sample of professors and students was chosen at the site of the current study, Northern Technical University, and electronic questionnaires were collected, which numbered 377 questionnaires.

4.2. Distribution of individuals by age group:

The data of Table No. (1) regarding the distribution of the respondents showed that the percentage of respondents from the 45-55 category amounted to 48%, with a number of repetitions of 182, which is the highest percentage compared to other age groups, while we find that the category of 55 or more has reached 33%, with a number of repetitions of 125, and in contrast, we find The age group 25-35 is 8% with a number of repetitions of 33, and the age group 35-45 is 9% with a number of repetitions of 37, which indicates that the older ages that have experience and practical and applied experiences are the influential group in the current study.

A. Distribution of individuals by sex:

The data of Table No. (1) showed that the percentage of males among the respondents amounted to 66%, while the percentage of females amounted to 34%.in females Those who have some activities and events at the level of the researched organization.

B. Distribution of individuals according to educational attainment:

The data of Table No. (1) showed that the percentage of respondents who held a master's degree was 47%, with a frequency of 179, while holders of a doctorate degree were 41%, with a number of 152, and holders of a higher diploma, their percentage was 12%, with a number of 46, and no percentage of bachelor's degrees appeared. This indicates that there is a discrepancy in their academic qualifications, which reflected their contributions to the researched organization.

C. Distribution of individuals according to the number of years of experience:

We find in Table No. (1), that the highest percentage is in the category of 2030 years of service and it was 60% with a number of 211, followed by individuals who have more than 30 years of service and their percentage was 23% with a number of 97, and then individuals with a percentage of years of service of 11% and a number of 43, Finally, the percentage of 6% of individuals who have 1-10 years if their

number is 26, which explained to the researchers that there is a discrepancy in the number of years of service among the respondents. in the field of work.

Table 1: Frequencies and Percentage of the Demographic Variables

Number of years of service			
	the service	duplicates	Percentage %
valid	1-5	13	25.5
	6-10	4	7.8
	11-15	9	17.7
	16-20	6	11.8
	21-25	8	15.7
	over 25	11	21.5
	Total	51	100.0
the age			
valid	25-34	10	19.6
	35-44	16	31.4
	45-54	18	35.3
	55 and over	7	13.7
	Total	51	100.0
Sex			
valid	to mention	26	50.1
	Feminine	25	49.9
	Total	51	100.0
Academic achievement			
Valid	BA	3	5.8
	Higher Diploma	6	11.7
	Master's	20	39.3
	Ph.D	22	43.2
	Total	51	100.0
Service			
Valid	1-10	26	6%
	10-20	43	11%
	20-30	211	60%
	More than 30	97	23%
	Total	377	100.0
Age			
Valid	25-35	33	8%
	35-45	37	11%
	45-55	182	47%
	More than 55	125	34%

	Total	377	100.0
	Sex		
	Male	253	66%
Valid	Female	124	34%
	Total	377	100.0
	Academic achievement		
Valid	High diploma	46	12%
	Master's degree	179	47%
	Ph.D.	152	41%
	Total	377	100%

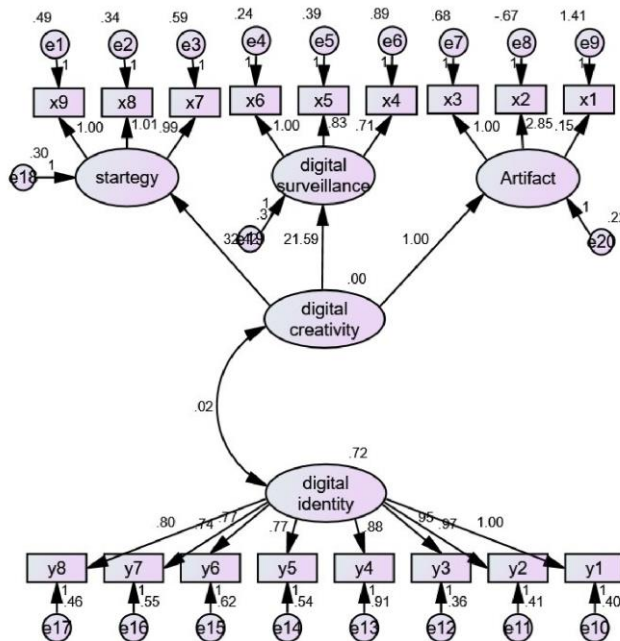
4.3. Reliability and Health Questionnaires

Due To use the standard questionnaires in this paper, it is probable the researchers saw confirmation of its validity, as the questionnaire was distributed to a number of arbitrators in this field, and to assess the reliability of the study variables, Cronbach's alpha analysis was used, and the values were (0.924), which means that the results are unrestricted and correct.

4.4. Data Analysis

To analyze data study, done use analyzing the confirmatory factor and structural modeling along with the moral correlation by taking the opinions of a community sample consisting of professors and university students relying on the five-point Likert, as the questionnaire contained 17 questions that were adopted as variables and divided into independent variables (x1, x2, x3, x4, x6, x7, x8, x9) represented digital innovation and had axes that were calculated, namely the strategy used, digital monitoring, tools and physical devices, and dependent variables (y1, y2, y3, y4, y5, y6, y7, y8), which were calculated for the main axis, which is the digital organizational identity.

The modeling of structural equations Structural Equation Modeling (SEM) is an important analysis of data, phenomena and behaviors. The models are designed according to strategies to quantitatively describe the variables and their elements, after which their validity and conformity with the design are tested for field data, which were obtained by Confirmatory Factor Analysis (CFA) as a tool for measuring And to determine the relationships between the latent variables that are inferred from the observational variables, the study dealt with the latent variables of digital innovation represented by its dimensions (strategy, digital monitoring and tool), and the latent variables of the digital organizational identity, as shown in Figure No. (2).



Number form (2): Results of confirmatory factor analysis the researchers based on the results of the analysis (AMOS V26).

When using the confirmatory factor analysis of the suitability of the theoretical model that is proposed for the data of the observed sample, and to do this, what is known as indicators of good suitability must be taken into account, which are statistical or descriptive indicators that specify a value to determine the quality of the proposed model by comparing it with another model or choosing compatibility between the covariance matrix suggested by the model and the observed matrix, and the indicators of good fit in the structural equation model means the indicator used to estimate the model's conformity to the data and its value lies in the range between 0, where the value of "zero" indicates a bad fit and the value "one" indicates an exact match, but the indicatorX2 differs from the norm in that a value of "0" indicates a perfect match and a higher value of 1 indicates a poor match.

4.5. Computation of Degrees of Freedom

In table No. (2): the portion of the output shows how Amos arrives at degrees of freedom as the difference between the number of distinct sample moments and the number of distinct parameters that have to be estimated.

The number of distinct sample moments always includes variances and covariances. It also includes sample means when you estimate means and (intercepts).

In counting up the number of distinct parameters to be estimated, several

parameters that are constrained to be equal to each other count as a single parameter. Parameters that are fixed at a constant value do not count at all. This is why the 'number of distinct parameters to be estimated' can be less than the total number of regression weights, variances, covariances, means and intercepts in the model.

Table 2: Shows the number of distinct sample moments and the number of distinct parameters

Number of distinct sample moments:	153
Number of distinct parameters to be estimated:	38
Degrees of freedom (1225 - 65):	278

When calculating the likelihood ratio/(degrees of freedom)CMIN/DF showed a value of 2.1, a value between 2 and 5, meaning that the chi-square value did not exceed the upper limit, and as calculated by Equation No. 1, the product of dividing the minimum chi-square by degrees of freedom.

$$CMIN/DF= 278/ 585.514= 2.1 \tag{1}$$

We note in Table No. (3) the indicators of absolute conformity to the default model Which was accepted to be consistent with the data which is compared to the saturated sample at 2.1 degree of freedom.

Table 3: Indicators of absolute conformity

Model	NPAR	CMIN	DF	P	CMIN/DF
Model	38	585,514	278	.000	2.1
Default	RMR	Gfi	AGFI	PGFI	
Model	NPAR	CMIN	DF	P	CMIN/DF
	.161	.809	.906	.962	
	NFIDelta1	RFirho1	IFIDelta2	TLIrho2	CFI
	.892	.856	.822	.788	.821
	PRATIO	PNFI	PGFI		
	.846	.671	.962		

Table No. (4) shows that the data feature was collected in a random way, and since the sample size was large, reaching 377, the data was tested with a program AMOS, the congruence indicators indicated the presence of (connectivity), meaning the dependent variable is a continuous variable, with moderation between the dependent variables and random error, and no abnormal values appeared in the statistical analysis, the problem of the multiplicity of the linear relationship between the independent variables appeared, so we relied on the unweighted least squares method for the free scale Which accepted the hypothesis of the study and found a

significant correlation between digital innovation and digital organizational identity.

Table 4: Indicators of good conformity and the limits of their acceptance

pointer	Acceptance limits
Likelihood ratio (degrees of freedom) CMIN/DF	It was 2.1, which is close to (2), i.e. identical to the assumed model
Gfi Goodness of Fit Index index of good fit	This(0.90) with a value of 0.809 which is greater than or more means a good match
Adjusted Goodness of Fit Index (AGFI).	Its value is 0.906, meaning that it matches the production quality
Nfi Normal Fit Index Standard fit index	Its value is 0.892, which indicates the good quality of the model
Parsimony Goodness of fit index Economic conformity quality index PGFI	Its value is 0.962, which indicates the good quality of the model
RFI Relative Fit Index relative conformity index	Its value of 0.856 indicates the good quality of the model and its conformity with the data
RMR Root mean square residence Root mean squares residual index	Its value is 0.161. This indicator indicates a good fit for the model

Chart No. (1) shows the equation of linear regression for the independent study variable, digital innovation, and the approved study variable, digital organizational identity, and the match ratio for the hypothetical model is $R^2 = 1.000$ and that the linear equation No. (2) Represents the effect between the variable X and the variable Y. Chart No. (2): between the arithmetic mean and the standard deviation of the study variables.

$$Y=0.75*x+0.25 \tag{2}$$

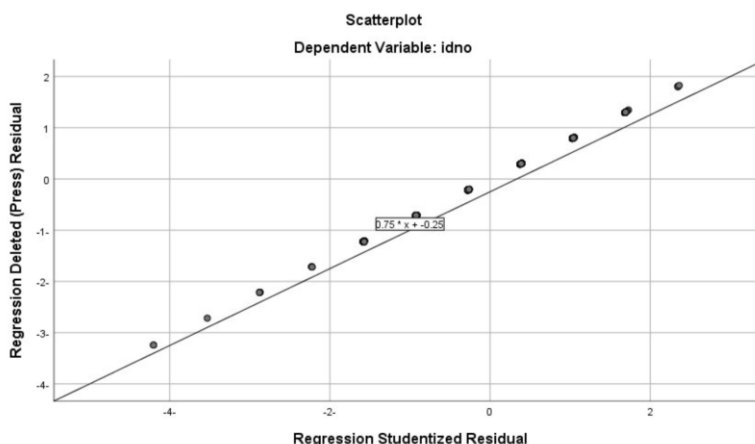


Chart No. (1): shows the regression equation between variables

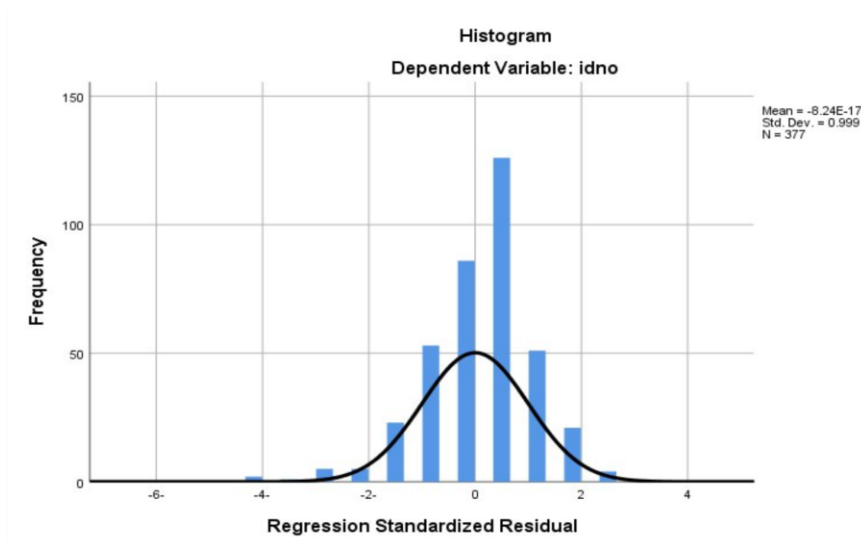


Chart (2): between the arithmetic mean and the standard deviation of the study variables

Table 5: Model Summary, ANOVA, Coefficients

Model	R	R Square	Adjusted R Square	std. Error of the Estimate		
1	.502 a	.752	.250	.76829		
		Sum of squares	df	mean square		Sig.
	Regression	74,389	1	74,389	126,025	.000 b
	Residual	221,352	375	.590	F	
	Total	295,741	376			
		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Beta	t	Sig.
	(constant)	1,685	.171		9,861	.000
	digital innovation	.506	.045	.502	11,226	.000

Test results indicate F in Table No. (5) When analyzing linear regression and the extent of variation between the study variables, the results of the analysis using the SPSS v26 program showed that there is an effect between digital innovation and digital organizational identity. The calculated value of F reached (126,025) at a significant level (0.01), where it was a value of P-value is equal to (0.000), which is

less than 0.01 at the degree of freedom (376-1). This means that the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that there is a significant effect between the variables of the study. Table No. 5 also indicates that the coefficient of determination R^2 is equal to (0.752), and this means that digital innovation has explained 75% of the changes that occur in the digital organizational identity, and with regard to the significant effect of the independent variable digital innovation, its moral potential came in value 9,861 at t and that sig was at the value 0.000, whose value is smaller than the level of significance 0.01, and the value of the effect is 50.6, and this means that increasing the digital innovation variable by one unit of standard deviations will lead to an increase activate the digital organizational identity 50.6% of a unit standard deviation.

4.6. Conclusions

The conclusions represent an intellectual outcome and are summarized as follows:

1. The direction of opinions among some institutional support incubators towards the need to shift from administrative systems such as organizational identity to digital and technical administrative systems with their modern methods and methods.
2. Adopting ideas such as adaptation, exchanging ideas, and learning skills, sustainable digital technology, to achieve the desired goal of reaching digital innovation within properly and correctly set future timings and plans.
3. It verifies the existence of communication skills in an organizational manner that indicates work efficiency and overcomes administrative and technical obstacles and gaps with the existence of the prophet pattern through artificial intelligence programs that contribute to the knowledge of innovative students by comparing their digital organizational identity with their peers, discovering the extent of kinship and genetics, and capturing the biological characteristics available in the database to discover Geniuses and creators who have the qualities of excellence and innovation.
4. By using accurate monitoring technology, network security, and encryption, digital security has become an imperative necessity to prevent any student information from being leaked, to control the number of students who have dropped out of the study, to know their numbers numerically, and to discover the causes of leakage, if any.
5. Our university saw leadership in the field of innovation, as it financially supported modern technologies and built research centers that keep pace with the field of development and meet the requirements of the labor market by preparing qualified graduates who are able to manage and be unique in business.

6. The values of the analysis and the results reinforced the value of the current study, as the values of the correlation coefficient between each variable of the basis for digital innovation and the digital organizational identity at the level of the researched organization, if we find the linear regression coefficient appeared correctly at $R^2=1,000$.
7. There are parameters whose results were matched with the results of the study, which made the default model identical to the standard model. The indicators of relative probability, the quality of fit index, the standard fit index, the economic fit quality index, the relative fit index, and the root mean squares index of the residuals were all identical.
8. There is a statistically significant effect between the independent variable, leadership styles, and the dependent variable, digital transformation 126,025 at a significant level of 0.01.

4.7. Recommendations:

Based on the conclusions received, the researchers made the following most important recommendations:

1. The need to empower workers on modern technologies and evoke technical culture, coupled with the requirements of the process of transforming the traditional organizational identity into a digital development identity that contributes to the sustainability of providing the university with reports, statistics and data that speeds up the process of research and inference for students who have digital skills.
2. Avoid the idea of technical control in the field of work. Rather, strategies must be secured to ensure the success of its use and ways to support it should be found.
3. The need to choose professors and students who are aware of the importance of change in administrative and organizational matters that would speed up the tasks of divisions and units and preserve data and information and not lose them.
4. Work to secure common opinions and maintain cultural relations through communication and twinning, to benefit from the experiences of universities that contribute to enhancing the continuity of the automation system and artificial intelligence programs in education.
5. The university's financial investment contributes to the development of educational cadres, support for ideas and applied research, and merging them with the requirements of daily life to serve students and graduates.

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