

عنوان مقاله:

Policy-Making Model of the Ministry of Industry, Mine and Trade Based on Digital Transformation

محل انتشار:

مجله بین المللی مدیریت محتوای دیجیتال, دوره 3, شماره 1 (سال: 1401)

تعداد صفحات اصل مقاله: 27

نویسندگان:

Abolfazl Mohsenipour - *Ph.D. student of Public management, Qaemshahr Branch, Islamic Azad University, Qaemshahr, Iran*

Mehrdad Matani - *Management Dept. Ghaemshahr Branch, Islamic Azad University*

Yousef Gholipour Kanani - *Industrial Engineering Dept. Ghaemshahr Branch, Islamic Azad University*

Mehrara Asadollah - *Management Dept. Ghaemshahr Branch, Islamic Azad University*

خلاصه مقاله:

Purpose: The purpose of this study is a policy-making model of the Ministry of Industry, Mine and Trade (MIMT) based on digital transformation is presented. **Method:** The study is an applied-developmental study in terms of purpose and cross-sectional survey research. A semi-structured interview and Likert scale questionnaire were used to collect data. The reliability of the questionnaire was assessed using Cronbach's alpha and combined reliability. The statistical population includes experts in the automotive industry until the theoretical saturation was reached and ۱۵ experts participated. Using Cochran's formula for indeterminate populations, ۳۶۵ people were calculated as a sample and cluster sampling method. To analyze the data, the grounded theory analysis method was used to identify the research indicators, and to validate and present the final model, the structural equation modeling method and LISREL software were used. **Findings:** it can be acknowledged that before deciding to transform processes and enter the digital arena, it is necessary to assess the readiness of the organization as well as its human resources to accept this change. **Conclusion:** the implementation of the automotive industry policy for digital transformation will make the Ministry of Industry, Mine, and Trade the digital leader in the automotive industry.

کلمات کلیدی:

Polycymaking, digital transformation, automotive industry, Ministry of Industry, Mine and Trade

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1421225>

