

عنوان مقاله:

The Effect of Official Automation on Efficiency and Effectiveness on Human Resources (Case Study: Department of Marketing in Industrial Company)

محل انتشار:

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خلاصه مقاله:

This article discusses about this subject that official automation is one of the important tools toward reaching helpful solutions for time - saving and efficient use of present possibilities in organization. The main purpose of this article is specifying the effect of applying official automation on efficiency and effectiveness of human resource. The analysis of gathered data shows that official automation affects on efficiency and effectiveness of human resource, but this effect on effectiveness of human resource, is more than efficiency

کلمات کلیدی:

Official Automation, Efficiency, Effectiveness, Human Resources

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