

E-Services Promoting Self-Management Skills

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Abstract .In recent years many organizations provide their services electronically to citizens. E-Services are a set of services that use of information and communication technologies, strategies for achieving sustainable development and improving the quality of human life in all areas are used. The use of these services depends on their acceptance by the people and staff is done and the employee's use of this service or resistance against it and these services are not used. But the use of these services largely depends on people's skills. If people have the ability and skills to use these technologies will be more likely accept these services. Self-management skills help these employees develop their abilities. In fact, growing every creature needs to be aware of the talents, awareness of the available talents, it is possible to identify the necessary preparations for its realization and realize their obstacles. Without the knowledge of their talents and their growing needs and obstacles met is not possible to find talent. In this article we have tried to investigate the role of these two factors and concepts to be addressed in this context.

Keywords: e-services, information technology, self-management

1.Introduction

The rapid growth of information technology, especially in the last two decades, as the main agents of change in society and organizations considered (Rezai 2004). Information and communication technology in many of case and the current period of time, inequality and very fast developments in this area have been occurred. Certainly the lack of attention to these developments will lead to irreparable damages (Ghazi Nouri et al., 2009: 40). Acceptance of e-services is effective in the development of professional skills, contributing to the institutionalization of change and innovation, strengthen cognitive skills, decision making skills, to create the spirit of research in staff and contribute to the development of the standard thinking and can cause balanced and multilateral human development (Taghavi Fard et al., 2004: 36).

In addition, self-management is an educational process that individuals and employees of the group to achieve a specific behavior and desired result through it encourage and guide themselves. The origin of this concept in theory of impact returns that emphasis on navigation, control and self-

management. Anthropology is done in different ways. Sciences such as experimental psychology, human physiology and anthropology are experimental in human cognition. Work product of these disciplines is academic, achievement and conceptual. Philosophical science for human cognition following logical-psychology method - creates achievement science (Fathali Khani, 2011: 12). In this study, we tried to describe briefly about the role of these variables on each other and present their concepts.

2.Statement of problem

One of the concepts that are very widespread in recent decades in the developed countries has been raised and in many cases successfully implemented is the concept of e-services. The use of electronic services can provide better public services to citizens and take advantage of equal access for all citizens, more effective engagement with the parties involved and provide enrichment for citizens in general, lead to more effective public administration (official newsletter of Lorestan, 2007). E-services are a set of services using information and communication technologies, strategies for achieving sustainable

development and improving the quality of human life in all areas used (Abedin Poor, 2013). In general, information technology, along with its factors has created enormous changes in companies and organizations so that the overall performance of these companies is clearly affected by the application of the technologies discussed (Namjoo, 2010: 68). To enhance the security of e-services in terms of staff, to ensure the confidentiality of personal information and lack of risk, risk and uncertainty on the use of e-services provided to employees (Rashidi and Zulfaqar Dehnavi, 2011). E-services are causing users to ensure the accuracy and speed of access to resources, and the use of resources in different and multimedia formats is possible for them. Because of the importance of accuracy and speed of access to the information required for users e-services can provide access to resource in the shortest time and reliable quality (Goudarzi, 2014: 1). Use of information technology and e-services can be impact on the growth of individual talents. In fact, growing every creature need to aware of its potential.

Knowing the talent available, it is possible to identify the arrangements necessary to realize their talents and realizing barriers to them as well. Growing without the knowledge of their talents and their needs and obstacles to find talent is not possible. Breeding everyone, in addition to recognizing the talents and abilities required to separate the genuine talents and contribution potential. Each creature has a specific ideal of perfection and excellence; and in addition to this ideal, another set of talents lays in her that helps them find introduction and actuality ideal and main talent is available. So growing contribution talent and reach the perfection, is not essentially good, but good is incidental. Due to this fact, growing subordinated talent only to the extent that it serves a genuine talent and perfection are available (Fathali Khani, 2011: 11).

It seems human being's consistent effort to understand ourselves as is a basic requirement in the identification of needs, values, goals and more importantly human dignity is of particular importance and to achieve self-actualization that is highest human motivation is done (Alipur, 2006: 77). According to Maslow, self-discovery needs of organization's staff today less considered and this prevented the development of character and self-image and as a result of conflict and conflict between the need for a person to self-discovery on the one hand and the organization's need to increase efficiency on the other hand appeared (Izadi Yazdan Abadi, 2010: 41). People expect their situation and

believe that external results will be achieved following stronger self-management skills to people who expect to fail and cannot communicate between their efforts and the expected life (Afrazeh Ghareh Ghol, 2012). Self-knowledge is as one of the skills necessary for success. Many large companies are subject himself to the course on their own knowledge and awareness of human issues as a factor affecting the implementation of the better organizations. In the management literature, the skill and ability to recognize him are as a precondition for mental health is mentioned. It means understanding, insight and knowledge of the causes of productivity improvements and in the human public relations (Shirzadi, 2003: 59).

1.2. Why, attention to e-services

Today, there is no doubt that the key to survival and development organizations and service industries is providing top quality service. In this regard, due to intense competition and dynamics of economic development, strategic and commercial policies to protect and improve loyalty and increase customer confidence to the organization focused (Atanosopls et al, 2001). To collapse international fence, especially when a developing country becomes to a developed country, the service industry is faced with competition fierce for survival (Lin, 2007: 364-375). Over the past few decades, the issue of quality of e-service due to a significant impact on business performance, lower costs, customer's satisfaction, customer's loyalty and profitability, specialists, administrators and researchers has drawn (Seth et al., 2004: 913). E-services in terms of maintaining and attracting new clients have special importance (Ghasemi et al., 2012: 5).

E-services as a competitive advantage for organizations and institutions are considered. Unlike previous methods that require physical presence, new ways to exchange increasingly drawn into cyberspace and physical presence of persons and the means of exchange become less pale and global network is base for many new payment systems (Abedin Poor, 2013). Using e-services can savings both time and cost (Hamidi et al., 2013). The many benefits of e-services can be outlined. Including urban traffic is reduced to a large extent and when it comes about the reduction in traffic, several categories such as fuel consumption, reduce air pollution, reduce vehicle wear, reduce injuries and accidents, etc. behind that mentioned (Shemirani, 2011, 2). Among other

benefits of e-services can be cited as follows: Save money and time, reduce the cost of organization, better information management, possibility of fast data transformation (Rashidi and Zoalfaqar Dehnavi, 2011).

2.2. The concept of e-services

Many governments to improve accountability through information and communication technology have provided; the public has access to government websites can download the required information over the Internet to pursue public policy (Zuurmond, 2005). Danaee Fard knows the impact of information technology on improving accountability component in government agencies is quite linear combination (Danaee Fard, 2003: 82). The results Bertot et al showed that ICT can create an atmosphere of open and stop the bad behavior (Bertot et al., 2010: 265).

IT is a new topic that has grown rapidly and is creating fundamental changes in the world today, the changes arising from new business methods, create diversify and new entertainment and new arts (Danaee Fard, 2004: 56). IT is an effective tool affecting all social and economic processes and as a vital tool to achieve sustainable development, especially for developing countries. Little requires of IT to materials and energy, contributes to economic growth and its impact on increasing productivity and efficiency of products and services and reducing the burden of traditional bureaucracy has been increased interest in this technology (Qaderi, 2010: 12). IT is a fusion of traditional knowledge of computer and communication technology in order to save processing and exchange of any data (including text, audio, image, etc.) (Qaderi, 2010: 12).

Expanding the use of information and communication technologies in the economy with globalization raised a new concept of new economy or the digital economy and one of the main and real symbols of the new economy is e-commerce. The expansion of e-commerce at the international level was so fast and the benefits accrued to the clear and increasingly on the rise that developing countries are strongly encouraged to use it and any specific plans to begin e-commerce and its development and growth have chosen (Turban et al, translated Me'marzadeh, 2008: preface). When the World Wide Web technology was used in most of the private sector, the government is moving backward, therefore, the government turned to the issue of providing services to citizens

electronically will be much easier (Naghshineh, 2007).

In the field of public and government administration, the most important consideration is e-government services and can use its benefits. But e-government adoption and application of it is the important issues that will be considered in the use of new technologies. In connection with the adoption of e-government and other systems and e-services, much research has been done in recent years. This is important because if e-government services do not used by users; new investments in the field of information and communication technology will lead to a waste of capital and resources. Acceptance of e-services by users guarantees effectiveness and usefulness of the service (Boufeasetal). Despite the fact that e-government as a tool is efficient and effective, relatively little attention to the factors and determine the level of acceptance of Internet-based technologies in government agencies. Although considerable time and money has been spent on the development and use of computer systems, but many of them are not used and accepted by users. Therefore, a better understanding of the factors influencing individual decisions to accept or reject information systems, is a pivotal and main objective in research and operation of information systems (Salari et al., 2010).

E-services is to provide opportunities for staff to increase speed and their effectiveness in providing banking services and to provide on-site hardware and software features that they can use without the need for physical presence, at any hour of the day (24 hours) through the channels of communication safely and confidently carry out their own banking operations (Gholipour Soleimani, 2010: 23).

3.2. Factors affecting the adoption of e-services

Self-efficacy: Self-efficacy reflects the ability to perform successfully in the future as a motivational factor activator, energy providers, the aim is to support and guide the behavior (Asarzadeh et al, 2011: 97)

Completeness: the observance of standards and international standards in the area of services, establishment of systems to measure and assess the quality of services, assessment the customers' point of view to provided services, providing the perfect platform to take advantage of electronic technology services, creating a world fit for administrators to prepare long-term plans to improve quality of service,

given the importance of customer needs and citizen-oriented, trying to further increase the quality of services provided to citizens and to satisfy them (Crocky, 2013: 55).

Availability: the availability of services at any time and any place (Crocky, 2013: 55).

Confidentiality: Confidentiality is to ensure that personal information, prevent the infiltration of saboteurs and customer satisfaction of service (Crocky, 2013: 55).

Accountability: to solve the problems, the ability to follow-up, accountability and the ability to help clients (Crocky, 2013: 55).

Compensation: the compensation for losses caused by the system and responding to the needs of users (Crocky, 2013: 55).

But a lot of research studied the role of trust in e-commerce and e-government; the researchers are investigating the role of trust in the adoption of e-services experimentally. Given the reluctance and distrust of citizens towards e-services, to better

understand the impact of trust and a sense of risk in the acceptance of such services, the following question is raised: How citizens' trust and sense of risk to strengthen or weaken the adoption of e-services? To answer this question the model provided by the Belanger and Carter used. This model consists of four main components that affect the intended use of the e-services. These components include the disposition to trust, trust of the government, trust of the internet and perceived risk. This model is based on the Ajen & Fishbein's theory of reasoned action (TRA) and is used as the main research infrastructure. Theory of reasoned action is a basic behavioral psychology model to predict human behavior than it used. This theory states that the ideas and beliefs, influence intentions and intentions, activities and actions of the person affected. The four components of the beliefs influence a person's willingness to use e-government and e-services of police offices +10 will be examined (Mcknight and Chervany, 2002: 40).

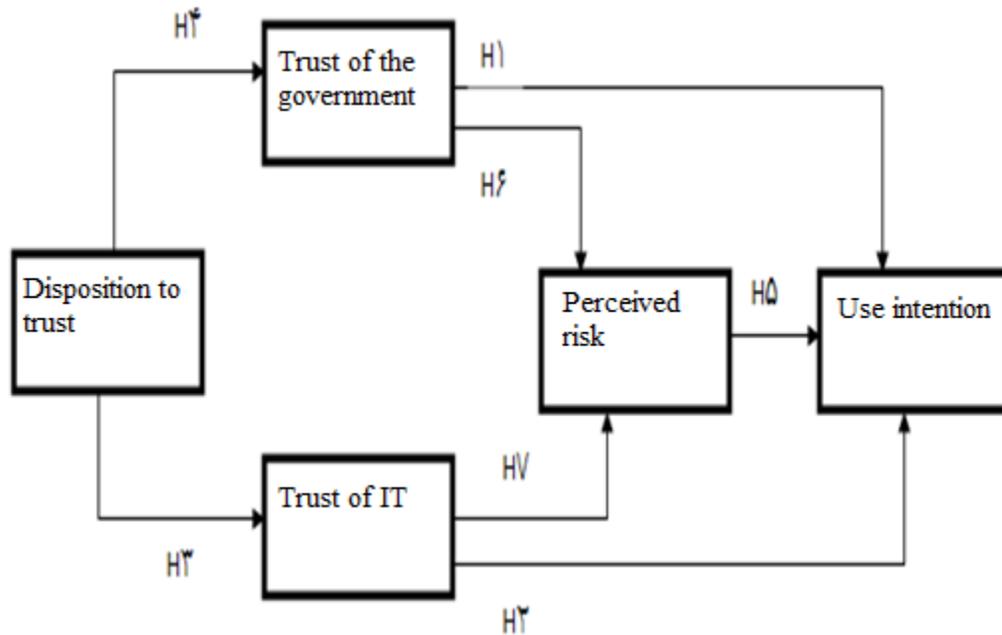


Figure 1. The conceptual model (Mcknight and Chervany, 2002: 40)

Disposition to trust: the tendency to trust, to the propensity of a person to trust others known and consists of two components: a faith in humanity and how trust (Mcknight and Chervany, 2002: 40).

Faith in humanity means that others have good nature and to ensure them and how trust means better results

in communicating with people who are reliable and good intend. This propensity constantly linked with social issues and believes that, while increased confidence in others. Social institutions will benefit from better results. Disposition to trust is the trust-based figure also called for a general willingness to

trust someone or not is open to others (Mayer et al., 1995, 712).

Trust of the government: all civilized societies have a government. Government is the mechanism which is used for social decision. The means by which collective problems is fixed and overcome collective action problems can be managed by the government (Garbarino, 2003: 499). Trust of the government (TOG) refers to the ability of government agencies to provide a variety of services (McNaught, 2002: 50).

Knack & Keefer expressed in their studies: in communities where people trust government officials, the positions and policies of the government are more credits. Studies have also shown that companies and institutions that have their name and reputation to avoid opportunism that threatens to undermine their credibility and reputation (Bralley and Smith, 1997: 18).

Studies of Gefen et al also showed that trust in the state organizations has a strong influence in the adoption of technologies that the organization used (Gefen et al., 2005: 59).

Trust of information technology: the beginning of the third millennium, information and communication technology in many of the current period of time, create very fast and inequality developments in this area. Certainly the lack of attention to these developments will lead to irreparable damage (Ghazi Nouri et al., 2009: 40). Davis in Technology Acceptance Model on pPerceived usefulness as an important factor affecting the intended use of information technology has emphasized. He defined the perceived usefulness as the extent to which a person believes that using a particular system improves his job performance. Thus, whatever the technology, further improve the performance of work, and the result is used more efficiently. In Davis's view another factor that is involved in the adoption of information technology is perceived ease of use and refers to the degree to which a person believes that using a particular system does not require much effort and so much less effort requires to use technology learning, more used. Based on technology acceptance model, person understanding of usefulness affected by the fact that he perceived ease of use. Trust of the Internet is as a key component in e-government (Carter and Belanger, 2005: 20).

Perceived risk: The risk measure objectively is not possible or on users withdraws of the perceived risk that incurred, will be the focuses. The Paulo (2003), the perceived risk means a person's opinion about the possibility of gaining or losing something, so that

when there is a risk, trust is essential. Also in Warkentin et al perceived risk means the citizens' expectations of risk, to achieve the desired result (Warkentin et al, 2002: 160).

Intention to use: intention to use is a strong predictor for the actual use of a system in the literature of information system (Chau and Hu, 2001: 700) and expresses the intensity of the intention and will of the individual to target behaviors. Simply put, want to predict, users and final users are actually citizens, would you like to use the e-service provider system, or not use? The necessary condition for the use of a system is that the system will be beneficial for citizens.

Perceived usefulness of a system that will lead to increased use as a result of the increased use of a system and satisfaction of users of the system is benchmark to measure the success (Liao and Wang, 2007).

3.The necessity of addressing the issue of self-management

Each one features a combination of the human person and individual. If self-knowledge means knowing specific aspects, the anthropology is same man's self-knowledge. If the purpose of the anthropology is recognition of each person, self-knowledge and anthropology will be different. The first means of self-knowledge is anthropology and self-knowledge will be remembered as the second means "self-knowledge" or "self-knowledge in the proper sense" (Farzanegan, 2010: 1). In fact, there is a clear difference between the skills can be combined with the appropriate method to perform tasks in a variety of conditions. They know quite what to do tasks and skills necessary to perform tasks; they often do not succeed in implementing the appropriate skills (Bandura, 1997: 75).

Self-knowledge through processing cognitive, motivational and emotional skills in charge of the transfer of knowledge and skills to manipulate behavior are activated (Shokri et al., 2011: 47). Self-knowledge is not following his attitude and personality management, but wants to bring under control behavior and, if necessary, make changes in it, in other words, self-management emanated of social knowledge (Rezaeian, 2006). One principles of self-management is to help individual's success in the field of professional, career, family, health, and private relationships. One of the main results of self-

management is individual freedom, independence. The of benefits self-management include:

1. Enhance personal performance
2. Increase confidence within individuals
3. Improve attitudes and emotions
4. Increasing the sense of responsibility and commitment in people
5. Recovery efforts operate in a culture of high performance (Marshall and Machardi, 2006).

4. Nature of self-management

Management is a combination process encourages and guide individuals and employees of the group to achieve a desired result through their specific behavior. The origin of this concept in theory of impact returns that emphasis on navigation, control and self-management. Anthropology is done in different ways. Sciences such as experimental psychology, human physiology and anthropology are experimental in human cognition. Work product of these disciplines is academic, achievement and conceptual. Philosophical science for human cognition following logical-psychology method - creates achievement science (Fathali Khani, 2011: 12).

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1.4. Self-management principles

1. **Self-knowledge:** self-management, which requires exactly aware of favorite behavior. If you want to best interest of live and work, you should know your behavior and know that usually you'd rather have it be treated. Thus, you can rest assured that the same actions will be of interest to you. Understanding the practices and behavior of interest in daily life, is the most important key to self-knowledge and on this basis, can assess opportunities and choose the most suitable ways and methods.

2. **Self-efficacy:** among all aspects of self-knowledge and self-regulation, individual utility or self-efficacy may be the most effective factor in everyday life.

Self-efficacy is the belief in their ability to organize and implement activities to achieve a certain level of performance is required. In other words, judgment of one of its ability is to do job. Self-efficacy represents the future expectations of the ability to achieve a certain level of performance. Self-efficacy helps to motivate beliefs the target population, their effort, their persistence in the face of problems and their perseverance in the face of failures. High levels of self-efficacy, such as the desire to start and persistence in tasks, selection and positioning, focus on the solution strategies to reduce fear and anxiety, and positive emotional experiences, influence the consequences of success.

3. **Self-control:** is the result of one's speculation based on their beliefs and values can be control their behavior. In fact, self-control of conscience, belief and right understanding of person that committed him regardless of a foreign power, through their behavior, adjust to these factors. In fact, reaction to stimulus, cognitive processes and consequences of the various responses is in his possession. It has many applications in educational management and may be considered an important factor in human relations (Kafami et al., 2012: 28).

5. Conclusion

Self-management is an issue that has recently been considered in the management literature considered by scholars in the field. The strength point of this management style is the man who wants to manage their own time and in his peak. Certainly people success secret in the third millennium, will be self-management. Only values, individual freedom and individual autonomy are main results that that people expect their activities.

Category self-management in the power of individuals to manage their own behavior and performance in the area of individual and organizational and in order to promote efficiency plays an important role. The acquisition of these skills to the ultimate success of individual physical and mental health, and finally success learning social and individual skills is necessary that consists 60% performance in all works in the abundance of research the effects of these skills on health have been demonstrated. Learning these skills with updates to physical changes in the brain is formed. How people think and practice under the effect of the ability of intelligence/personality and skills of

emotional intelligence (self-management and relationship management) and the ability to self-management skills can be taught and learned. Increase their abilities and their dedication through new technology and e-learning more accessible because of the modern and contemporary era organization dependent on information technology and all the organizations and the workplace and non-work related to e-education and people and their ability to use their information and infrastructure. As a result, it is suggested to create a sense of belief in individual abilities and management capabilities, provide the basis for the acceptance and use of e-services in information technology.

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