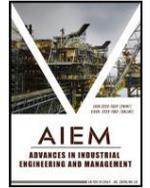




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ARTICLE

USING CORONA-SWOT ANALYSIS TO EVALUATE THE STRATEGIC CAPABILITIES OF E-LEARNING SYSTEMS (ONLINE SURVEY OF OPINIONS OF A RANDOM SAMPLE OF IRAQI UNIVERSITY STUDENTS)

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ARTICLE DETAILS

ABSTRACT

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The idea of the current research revolves around knowing the strategic impact of the e-learning methods and their available systems in Iraq in light of the dire conditions of the local and global economy that Iraq and the world alike are going through, due to the Corona pandemic and the low economic imports of oil products and the quantities of its production due to multiple price fluctuations from a sharp drop in prices.

This period of research and what I left as currency exchange rates fluctuated and political differences increased in the countries of the oil producers as well as all contradictions that surfaced on the popular surface due to changes in health and climate tensions resulting in the quarantine period for health and the epidemiological and security risks resulting from the spread of Corona disease and the like, through polling the student's opinion at the university stage in Iraq about the extent of his ability to retrieve the information in light of the real conditions that he is going through in the period of the Corona epidemic and the extent of opportunities to benefit from the information obtained through the portals and electronic learning platforms available to him from his university or college. And an updated scale has been designed consisting from a scale with a range of (1-5) degrees according to the Fifth Likert Scale, it is possible to identify the student's ability to retrieve the information according to the circumstances of the region in which he resides. The researcher went to a random segment of students to seek their views via the Internet after having Design his research scale from several variables as follows: First: The explained variables: - These are two variables related to the components of the SWOT analysis, where the first variable explains all of its money related to challenges (psychological tensions, social tensions, political tensions). Second: revolves around opportunities (economic opportunities, curriculum opportunities, cooperation opportunities, the positive role of the professor) while the third explains points Weakness (power outages, twice the speed of the Internet, inappropriate seasonal climate conditions) and the last of strengths (voltage elasticity, cost elasticity, elasticity of time). Third: Responding variable: It is the variable of a student's ability to retrieve information via the e-learning systems available in universities during the new Corona epidemic. It includes five sub dimensions (curriculum capabilities, colleagues capabilities, family capabilities, means capabilities, style capabilities).

KEYWORDS

Capabilities, E-Learning, The Positive Role, Psychological Tensions.

1. INTRODUCTION

The whole world is facing many problems during the period of the spread of the Corona epidemic, especially Iraq, which the current research attempted to focus on the problems of e-learning and knowing the extent of the ability to retrieve information among the university student in it and try to discover his opinion about identifying e-learning opportunities and challenges and the strengths and weaknesses of education through his conviction of its usefulness via the Internet In the period of stone imposed by the authorities during the period of the spread of the Corona epidemic in Iraq and all countries of the world, as everyone knows.

The aim of the research is to a package of the most important goals, knowing the extent of the capabilities of the university student to absorb

the information and retrieve it through the components and elements of the famous SWAT matrix. The electric current and the harsh climate in the summer season, which is the period of tests in Iraq, as well as other constraints in Iraq that were discussed in detail through the dimensions that he is trying to explain through the scale that he designed for this purpose.

The present research was divided into three parts, the first for methodology, the second for theoretical, and the last for conclusions and recommendations.

2. THE FIRST PART OF THE RESEARCH: THE METHODOLOGICAL ASPECT

2.1 The research problem

The current research problem was summarized by the suffering that the student, the professor and the students 'parents endure in Iraq from the lack of availability of the structure and requirements of electronic education systems [1].

Similar to the affordable structure of electronic education and its environment in developed countries as well as economic, social and health conditions in light of the spread Corona disease is notorious, which led to heightened concern about the student's ability to retrieve information through e-learning and the growing suspicion that the stakeholders have in ensuring that tests are conducted as they should according to accepted international standards in higher education all over the world. Therefore, the important research questions are summarized in the following: 1. Is the e-learning environment and its systems in Iraq ready and able to successfully overcome this critical stage in light of the conditions of the current capabilities available, the quarantine of the Corona epidemic is similar to the countries of the developed world facing the same health crisis. 2. What is the extent of the ability to retrieve information among students in Iraq from e-learning platforms and education systems to pass the remote test scheduled by decision-makers in the Ministry of Higher Education in Iraq.

2.2 The importance of research

The importance of the current research comes from the use of the components of the famous (SWOT) Analysis after inserting the effects of the Corona epidemic on its elements of challenges, opportunities, weakness and strength to appear in a manner commensurate with what the student is going through and what he endures in light of the pandemic and the impact of the duration of the ban that imposed the rules of life and social divergence and submission Students of the decisions of the Iraqi Ministry of Higher Education for the foundations, principles and rules of e-learning and distance education to perform a "test" for all universities.

And discovering the suffering of students under these circumstances in this bitter era, which has cast a shadow on everyone in all countries of the world, and it is no secret on anyone the extent of the various fluctuations that Iraq has gone through, starting from political fluctuations and

demonstrations on power during the period discussed from (17/ 3/ 2020 to 1/ 6/ 2020) And changing political leaders in government, including the Minister of Higher Education, who has the power to make educational and academic decisions.

2.3 Research objectives

Knowledge of the absorptive capacity and eloquence achieved by the university student from the means of electronic education during the period of imposing the curfew and the quarantine imposed by the local authorities in Iraq during the period of the spread of the Corona epidemic in Iraq and the world.

Going forward in the degree of transparency by examining the impact of the economic, psychological, companionship, social and political aspects on the behavior of the student subject to the e-learning process in Iraq and reviewing the results of the student, leaders and the teacher himself.

Discover opportunities, challenges, strength and weakness in e-learning systems from the viewpoint of all parties related to the educational process in Iraq by investing the Internet.

Building a testable standard for the educational and electronic environment in Iraq.

Understand the level of responsibility for how to manage performance through reaching conclusions that can serve the educational process at the Iraqi University from the educational reality in light of the Corona pandemic.

Provide recommendations to the educational institution regarding the adoption of the results and systems of e-learning.

2.4 Research scale

The researcher designed the measuring tool based on the ideas of [2] after adapting the SWOT analysis as well, so that it made it fit with the objectives of the current research, as in Table 1 below.

Table 1: Search scale.

The main variable type is the sub-dimension and expressive paragraph	The main variable type is the sub-dimension and expressive paragraph	The main variable type is the sub-dimension and expressive paragraph	Scale of measurement				
			Capable of recovery completely	Capable of recovery	Neutral	Unable to recover	Unable to recover completely
Interpreted or independent variable CORONA- SWOT	Challenges the ability to understand through the means of e-learning	I feel that my psychological tensions make me					
		I realize that my social tensions make me					
		I understand that the political tensions in my country make me					
	I am sure that the economic opportunities in my family make me						

	Opportunities absorption through e-learning methods	I understand that the curriculum opportunities in my lessons make me					
		My sense of cooperation opportunities from others makes me					
		I appreciate that the positive role of the professor will make me					
	Weaknesses in the means of e-learning	My annoyance with the blackout makes me					
		I am very sorry for the double speed of the internet because it makes me					
		We have seasonal climate conditions that make me					
	The strengths of e-learning methods	The flexibility in the effort with e-learning makes me					
		Flexibility in the cost of e-learning makes me					
		Flexibility of time with e-learning makes me					
Response or dependent variable strategic ability	Recovery capabilities information during the new corona epidemic	Curriculum capabilities in e-learning make me					
		The capabilities of my e-learning colleagues will make me					
		The family capabilities of e-learning will make me					
		The capabilities of the medium in e-learning will make me					
		E-learning style capabilities will make me					
Total item		18					

Michael armstrong (2006) performance management key strategies and practical guidelines 3rd edition, Kogan page limited London Great Britain and Philadelphia U.S.A. P8 Source: The table, prepared by the researcher, based on ideas.

2.5 The research model and hypotheses

(1) Hypothetical search form

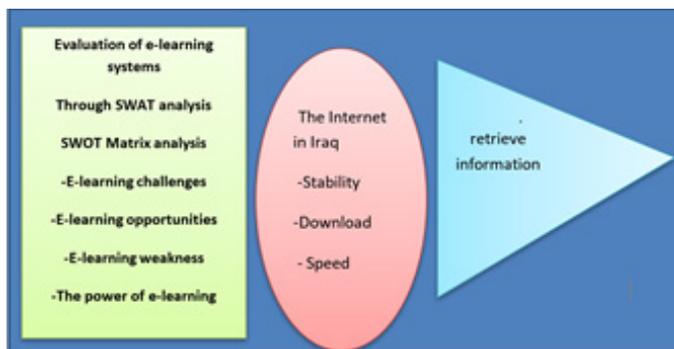


Figure 1: Default search form source prepared by the researcher.

(2) Research hypothesis

It is expected that there are symptoms of adopting e-learning tests for university students in Iraq.

2.6 The research community, its sample, its limits, and the statistical tools used in analyzing its data

(1) Research society

The research community represents all kinds of students' segments and specializations in Iraqi governmental and private universities and colleges in Iraq.

(2) The research sample

The random sample consisted of 60 individuals (a university student who is studying in the universities of Iraq, all public and private, and from the static regions in the north to the south). The questionnaire forms were distributed to them through a survey of their views through social networking sites, WhatsApp, Messenger, Telegram and E-mail.

(3) Research limits

Humanity was represented by a segment of students studying in all Iraqi universities and in all their specializations and who are among the researcher's friends in his account on Facebook and the time limits.

It extended from the period 17-3-12020 to 1-6-2020, which is the period of the spread of the Corona epidemic and the imposition of e-learning from university leaders in the Iraqi Ministry of Higher Education and Scientific Research.

Whereas the spatial limits of the research were in all regions of Iraq.

(4) Statistical tools used in measurement and analysis

The percentages were used to achieve the purposes of the analysis via the SWAT matrix, which are all to demonstrate the opinions of the students and their inclinations about educational platforms and the retrieval capacity of the information.

3. THE SECOND PART OF THE RESEARCH: THEORETICAL SIDE

3.1 SWOT analysis concept and components

According to the performance management in e-learning requires an environment, activities and human resources that make its results and the value of its outputs with high-quality considerations, fairness and equality to achieve excellence or rhetoric or eloquence.

It is a very important approach to aspects of behavior, but it focuses on what people do to realize the intrinsic value, such as considerations such as quality or operational creation and expectations management.

All this can be understood through the famous SWAT analysis and its four known elements. Analysis of challenges and opportunities in the

external environment is offset by an analysis of the strengths and weaknesses of the internal environment of the organizations [3].

3.2 The concept of analyzing strengths

Company's strengths are its characteristics that give it an advantage over others (competitors). Sometimes these strengths are also referred to as unique selling points (USPs), firm-specific advantages (FSAs) or competitive advantage. The source of these strengths are resources and capabilities that are valuable, rare, hard-to-imitate and organization-wide supported.

The VRIO framework is a useful tool to evaluate a company's resources. Examples of valuable company resources are patents, a strong brand reputation, a new innovative product, a talented workforce, historically developed know-how and large financial reserves. Another way of assessing where a company's strengths are coming from is by doing a Value Chain Analysis. By mapping out a company's complete value chain, from the purchasing of raw materials to the marketing and sales of the end-products, management is better able to see where true value is created.

3.3 The concept of vulnerability analysis

Similarly, these tools are very helpful in assessing a company's weaknesses. These weaknesses are company characteristics that place a company at a disadvantage relative to others. In other words: they are harmful to a company. Weaknesses could for example be a lack of patent protection, poor reputation among customers, a small working capital, bad leader ship and an inefficient production process. Weaknesses are best discovered by having enough feedback loops in place, both internally and externally. Think about sending out customer surveys and organizing monthly employee gatherings. Together, the strengths and weaknesses form the internal side of the organization and the SWOT analysis.

3.4 The concept of analyzing opportunities and investing in the external environment

Opportunities are the external factors of the SWOT analysis that may affect a company's performance positively. To assess the opportunities, a company should look for elements in the environment that could be exploited to its own advantage. The best way to assess the external factors is by using PESTEL analysis for the macro-environment and Porter's Five Forces for the industry dynamics. PESTEL looks at political, economic, social, technological, environmental and legal trends in the macro-environment. Examples are the increasing purchasing power of customers, governmental subsidies, more favorable international trade policies, and general lifestyle changes among the population. Porter's Five Forces on the other hand looks more specifically at industry factors like the current competition, upstream supplier power, downstream buyer power, potential new entrants and substitute products or services [4].

3.5 The concept of analyzing threats and trying to avoid them or reduce their severity and challenges and invest in the external environment from them

The threats on the other hand are the external factors that could cause trouble for the company in the future. Similarly to the opportunities, one could use a PESTEL analysis and a Porter's Five Forces model to assess the elements in the environment that could harm the organization. Examples of harmful macro-environmental developments could be an increasing unemployment rate, disruptive technologies, protests from NGO's and increasing government corruption levels. In terms of industry specific threats, one could think about new competitors entering the arena, the availability of substitute products and increasing bargaining power from suppliers. Together, the opportunities and threats make up the external part of the SWOT analysis.

3.6 They are facts from the concrete reality in Iraq

Analysis of threats or challenges in the electronic educational environment in Iraq. Threats represented the political turmoil generated by the students lack of conviction and seriousness of the procedures. For each period, a decision approved by the Ministry is changed. This

indicates confusion and lack of prior planning.

The prevalence of personalization cases on logical cases in most cases from units and committees related to defining curricula and decisions and the method of teaching is subject to change due to the rotation of un-programmed work (cases of transfer and change of positions and administrators and even teachers during one semester) which constitutes a psychological and scientific burden and pressure on their interaction with the student .

Repeating failed students to study to perform repeated exams despite their restrictions being raised more than once, which constitutes a burden on the professor and employees as well as the requirements for preparing questions related to their return commensurate with the era or the system that they previously joined in that period And what causes it to confuse the procedures and the lack of permanence and management of the teaching wheel, as is intended to them as standard in the world.

Because of the coloration in the sectarian, ethnic, and linguistic orientation in Iraq, universities in northern and western Iraq have retarded from their counterparts in the center and south, which are inhabited by a certain religious doctrine in previous periods of time during the enemy terrorist war on their areas and lasted for 4 years from 2014 until 2017.

This formed a deep gap with comparisons and employment and performance. Analysis of opportunities in the electronic educational environment in Iraq.

Investment opportunities for e-learning are almost negligible due to poor services but it is necessary to address the level of impulse and desire of all students and professors to play the ideal role depicted for them through annual evaluation, incentives and promotions, publishing research, authoring books and joining graduate programs available for free through educational channels designated by the Ministry of Higher Education as well as opening private universities with various specializations for those who wish In completing their studies, those who, in the days of crises and wars, have left behind their scientific project.

In addition to granting fellowships granted by friendly countries to Iraq to his students and professors in achieving what the country and academics are looking for. Analyzing the strengths of the university electronic learning environment in Iraq. It is scarce that there are strengths in the structure of the electronic educational environment, its systems and programs at the Iraqi University, because the repeated wars that Iraq has fought have destroyed the steps that were drawn for them in every conflict Iraq is subject to with its neighbors, as well as the economic blockade during the Iran war that lasted for eight years to which the Gulf War and what followed the battle Desert Storm, from the destruction of infrastructure and the emigration of talents and minds to other countries in search of stability and safety There is no way to mention the consequences of the war to remove the former regime from Iraq in 2003 This is enough to understand the reason for the scarcity of strengths.

Analyzing the defects in the university electronic learning environment in Iraq. Deteriorating student level in e-learning applications. Weak communication in Iraq compared to other countries. The authoritarianism of some leaders in dealing with university decision-making and decision-making. The deficiencies in the structure of the electronic structure in Iraqi universities compared to their levels in neighboring countries such as the Arab Gulf states. Failure to adopt a method of decentralization in dealing with immediate situations, which leads to wasting morale among the stakeholders involved in the situation.

The researcher believes that the weakest, most vulnerable and critical points in the electronic education administration are caused by the imbalance in the electricity supply during the exam season and disappointment at the slow speed of the Internet from downloading files and the like, let alone issues of downloading answers during exams or electronic tests that were hoped to be applied in the subsequent period, which were determined by the ministry with timetables in the middle of this very hot summer in Iraq. This is what we tried to test on this scale

of my research (Table 1).

3.7 Review some of the previous strategic analysis tools (Porter value chain and balance scorecard for Norton and Kaplan)

(1) E-learning requirements under quarantine conditions due to the new epidemic of Corona, according to Porter Value Chain

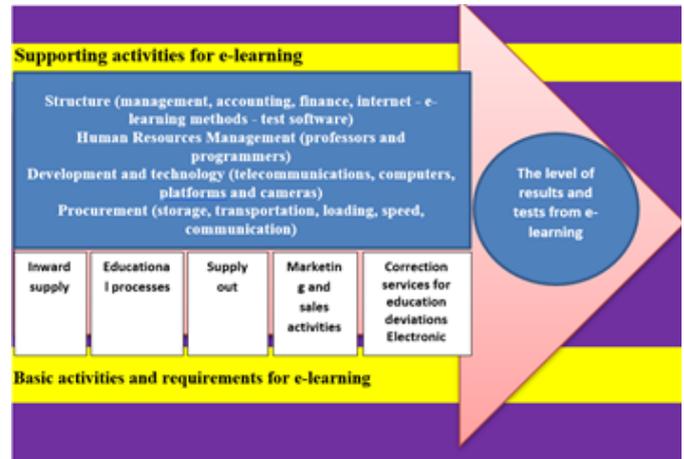


Figure 2: Adapting the value chain to the requirements of electronic education in the time of Corona.

Source: Prepared by the researcher, based on the idea [6]and [2].

(2) Adapting the balanced scorecard model from the perspective of e-learning in the time of the Corona epidemic

Accounting academic and business executive and theorist [5]. Both Kaplan and Norton took previous metric performance measures and adapted them to include nonfinancial information. The balanced scorecard model reinforces good behavior in an organization by isolating four separate areas that need to be analyzed [7].

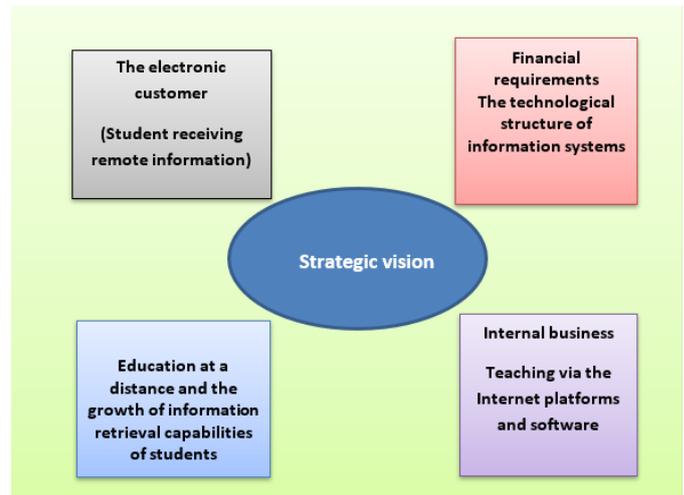


Figure 3: adapting the balanced scorecard form according to the requirements of e-learning in Time of the Corona Epidemic Source: Prepared by the researcher, based on the ideas [6].

These four areas, also called legs, involve learning and growth, business processes, customers, and finance [8].

The balanced scorecard is used to attain objectives, measurements, initiatives, and goals that result from these four primary functions of a business. Companies can easily identify factors hindering business performance and outline strategic changes tracked by future scorecards [9].

The balanced scorecard can provide information about the company as a whole when viewing company objectives. An organization may use the balanced scorecard model to implement strategy mapping to see where value is added within an organization [10].

A company also uses a balanced scorecard to develop strategic initiatives and strategic objectives.

4. THE PRACTICES SIDE

4.1 Analysis of sample answers

The following table 2 shows what is related to the answers received from the respondents about the paragraphs of the scale that was distributed via social media n=60.

Table 2: Show the SWOT analysis matrix n=60.

SWOT analysis matrix								
Matrix components	Range	Capable of recovery completely	Capable of recovery	Neutral	Unable to recover	Unable to recover completely	Aspect of analysis	
Strength		12%	8%	30%	15%	35%		
Weakness		60%	15%	5%	11%	9%		
Opportunities		7%	2%	20%	61%	10%		
Threats		65%	15%	13%	5%	2%		
T=80% from 100%	O=9% from 100%	Capable of recovery completely	Capable of recovery	Neutral	Unable to recover	Unable to recover completely	W=75% from 100%	S=20% from 100%

Table 3: Shows the result of that data.

SWOT analysis matrix							
Capabilities	Range	Capable of recovery completely	Capable of recovery	Neutral	Unable to recover	Unable to recover completely	Aspect of analysis results of the internal environment analysis S=119% W=284%
Curriculum capabilities		19%	1%	3%	17%	60%	
Colleagues capabilities		8%	19%	15%	32%	26%	
Family capabilities		11%	30%	20%	11%	28%	
Medium capabilities		5%	10%	3%	50%	32%	
Style capabilities		44%	12%	25%	38%	21%	
Total ratios for ranges		47%	72%	86%	148%	146%	

So the research hypothesis was proven after the future of university students in Iraq for the test procedures in the e-learning platforms during the period of the Corona epidemic, due to the lack of requirements for the success of the experiment and for not receiving an appropriate period of training in taking it.

5. THE THIRD AND FINAL PART OF THE RESEARCH

5.1 Conclusions

There is a clear deficiency in achieving the requirements of the electronic test that surprised Iraqi university students at a rich moment in the period of the spread of the Corona epidemic without appropriate preparations from Iraqi universities in the period before the spread of the epidemic.

There are weaknesses in the environment of Iraqi universities that hinder the achievement of their satisfaction with education via Internet

platforms.

There are severe weather conditions in the summer in all regions of Iraq, especially in the center and south, and it is an insurmountable obstacle, which hinders the performance of students 'tests and increases the likelihood of power outages connected to the Internet service in this season.

Students' dissatisfaction and conviction in the steps they receive in the curriculum through e-learning, because of the great momentum during lectures through video clips and their inability to obtain opportunities to answer inquiries similar to previous traditional education.

5.2 Recommendations

University leaders must prepare the structure to bridge the e-learning requirements gap compared to the capabilities and structure of

e-learning in the Arab Gulf states.

It is necessary to make continuous improvements to the means of e-learning and to provide a secure electronic environment to complete the tests in Iraqi universities.

It is important to be patient in conducting the tests in the summer season for the harsh weather, whether the test is electronic or classic.

It is useful for the university to adopt non-linear thinking in guessing the level of assimilation and retrieval of information among students in Iraqi universities in accordance with the standards of health organizations and UNESCO.

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