

-RESEARCH ARTICLE-

ENTERPRISE CONTENT MANAGEMENT AND PLUMMETING IT COMPLEXITY

Vimala Venugopal Muthuswamy

King Faisal University, Alhasa, Saudi Arabia

Email: fmuthuswamy@kfu.edu.sa

<https://orcid.org/0000-0002-6662-9990>

Amit Sharma

College of Economics and Business Administration

The University of Technology and Applied Sciences

Salalah, Oman

Email: amit.s@sct.edu.om

—Abstract—

Organizations must become more efficient in managing their human resources and processes to remain competitive. Human resources are the most precious asset of an organization and the foundation of a productive and resourceful workplace. Handling the multitude of daily activities is difficult. The difficulty for the kingdom's human resources department should not be finding space and time to file paper documents. As a result of Enterprise Content Management, Saudi Arabian human resources can dedicate their time when the business requires it. ECM enables firms to perform more efficiently and effectively, hence saving money. Modern Saudi Arabian enterprises rely heavily on H.R. to support strategy rollout and manage organizational transitions. This study examines how Saudi firms manage, store, preserve, and deliver structured and unstructured data through various H.R. life cycle management approaches. This expedites the achievement of the business objective. The Enterprise Content Management System for the Saudi Arabian market will function under business processes, content governance, integration difficulties, and a performance tracking map, all while decreasing I.T. complexity. The researcher used experimental research, and 50 H.R. specialists were considered based on convenience sampling and the focus group.

Citation (APA): Muthuswamy, V. V., Sharma, A. (2022). Enterprise Content Management and Plummeting It Complexity. *International Journal of eBusiness and eGovernment Studies*, 14 (4), 96-113. doi:10.34111/ijebeg.202214204

AMOS 20 was used to do a Confirmatory Factor Analysis (CFA), establishing acceptable levels of goodness-of-fit for the measurement model

Keywords: Content management, Human efficiency, Organizational transformation, ECM(Enterprise content management)

1. INTRODUCTION

Workers bring consumer expectations to the workplace; hence, organizations must have improved and more agile data processes and storage to realize the strategic purpose of the content. Two components of content management are storage and access management (Liu, Han, & Li 2020). Enterprise Content Management (ECM) refers to the approach, method, and technologies Saudi Arabian businesses utilize to store, manage, accumulate, preserve, and distribute content and documents related to organizational processes (Aloklu, 2019). Content Management Systems (CMS) are electronic information management systems that enable quick data access and secure job execution from any location (Liu et al., 2020). Communications, Follow-up, and Productivity in the Administrative Setting Administrative Communications, Follow-up, and Productivity, followed by Documents Archiving and Management, are typically the three phases.:

- Administrative Communications, Follow-up and Productivity
- Documents Archiving and Management
- Workflow

ECM in businesses will enable the human resources department to access unstructured data from any location inside the organization. It includes all strategic planning and management activities, as well as creating policies and procedures linked with deploying a particular content management system (Salleh et al., 2022). The following are some H.R. inefficiencies in Saudi Arabia:

- Procedure intensive in paperwork and time-consuming
- Keep up with ever-shifting privacy legislation
- Regulating and monitoring access to employee files
- Preserving paper files and keeping their integrity

Due to the rapid advancement of technology like e-mail and the Internet, businesses now have more effective channels of communication and information exchange with their clients and partners (Valverde-Berrocoso et al., 2020). Unfortunately, this trend has led to a dramatic increase in the volume of data and the quantity of documents that businesses need to manage. According to an estimate by Seo et al. (2022), the volume of information created and replicated globally doubles around every two years. Information comes in a wide variety of forms and formats, and people use a wide range of devices to access it, making it difficult to manage. Several methods for managing

information within an organization, such as document management and (web) content management, have arisen in response to this difficulty. ECM is the newest approach that has succeeded these earlier methods (Netshakhuma, 2019). ECM is the management of content throughout an organization, including its support for procedures and work practices and integration of multiple existing information management approaches. Since content and particularly high-quality content can play a significant role in the administration and execution of organizational processes, ECM is a crucial enabler for business process management (Sitnikov et al., 2022). Additionally, business procedures are the backbone of ECM since they connect the various stages of the content life cycle. (Ivaschenko et al., 2020).

H.R. departments face various issues daily, but piles of paperwork affect H.R. teams of all sizes. Whether it's a government-mandated tax form or a copy of a signed non-disclosure agreement, H.R. departments are responsible for collecting, maintaining, and managing vast quantities of employee information. Data collection can be a time-consuming process for businesses. Waiting for a teammate to complete a simple task might hinder an organization's efficiency (Wang, Li, & Li, 2021). The workflow management capabilities of the ECM software enable H.R. to be more productive. Workers can collaborate using an electronic workflow that allows online document access and data collection using digital forms. In addition, regular automated reminders can be set up and delivered to ensure that work is completed on time, reducing waiting time. H.R. information is protected from the ground up via ECM software. Individuals with specific permissions can gain exclusive access to employee archives, databases, and documents via a secure user sign-in (Falletta & Combs, 2021). With cloud-based ECM software, documents are regularly backed up on a safe, always-accessible server. This ensures that crucial information will always be accessible during a disaster. The present study was designed to analyze the various factors that bring efficiency and effectiveness through the H.R. life cycle using content management

- To study the factors associated with H.R. lifecycle and content management
- To analyze the factors in content management and its effectiveness
- To analyze the functions of H.R. content management

2. REVIEW OF LITERATURE

The Saudi Ports Authority has completed implementing an Enterprise Content Management (ECM) system at its headquarters and across all Saudi ports. The implementation phase includes the Electronic System of Administrative Communications, Follow-Up, and Productivity. Anne Cleven, Alexander Simons, and Jan Brocke provide a framework for Enterprise Content Management from the standpoint of business processes (Mathieu, 2022). Many types of information pertinent to a company's business processes are identified within the framework. Blueprints describing how to use the various ECM system services are developed for each type of content. Methodical guidance is provided on accomplishing organizational transformation by integrating blueprints into a company's business processes. Companies in Saudi Arabia require ECM with H.R. technologies to streamline procedures and improve productivity. They are focused on strategic goals. According to Arshad et al. (2022), even though industrial adoption lags behind that of the public sector, semantic (web) technologies, most recently the linked data initiative, have begun to penetrate the corporate sector, with more people realizing the benefits of such technologies. Integrating diverse data sets, which yields a high return on investment for businesses, is an evident advantage of utilizing semantic technology. Enterprise data, on the other hand, differs significantly from public Internet data. These contrasts are visible from both a technical and a managerial perspective. Figure 1 below presents the fundamental elements of ECM.

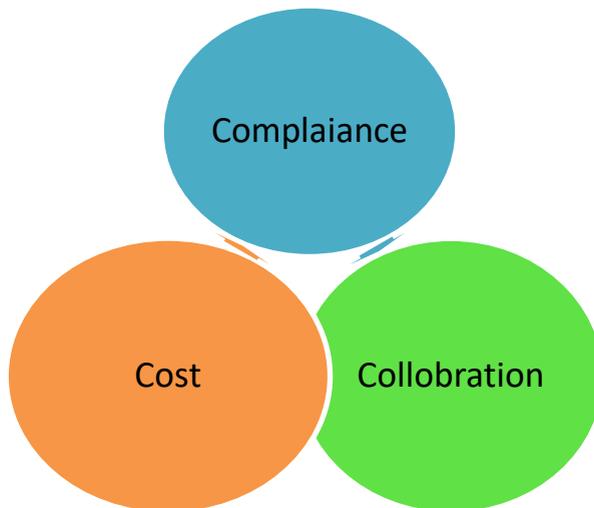


Figure 1: ECM Fundamental

2.1 Compliance

According to MMcNabb (2005), the primary drivers of enterprise content management (ECM) adoption are compliance, governance, and process efficiency. ECM is seen as a

growth opportunity by large IT infrastructure vendors such as IBM, EMC, and Oracle. On the other hand, smaller vendors such as Laserfiche that provide specific parts of ECM such as web content management may find themselves rendered obsolete if they are unable to differentiate themselves from the competition. In addition, the author adds two essential recommendations, which are as follows: businesses should embrace the ECM suite that is aligned with the corporate objectives, and ECM vendors should be evaluated based on the plan that they have in place for the long term. It is difficult to determine whether a document should be kept or eliminated to save money and reduce risk due to the growing volume of paper and the ever-changing laws and privacy issues. By digitizing and automating the process, ECM ensures that public and private businesses adhere to appropriate business standards (Mullon & Ngoepe, 2019).

2.2 Collaboration

Individuals' contributions to, and ownership of, organisational knowledge is integrated throughout an organisation through the process of collaboration (Content, 2016). Companies are able to discover, integrate, and apply their knowledge assets in order to fulfil the demanding requirements of the market thanks to e-collaboration, a capability that is oriented towards transformation (Le Dinh et al., 2015). Recent research (Kumar & Ganguly, 2021; Putteeraj et al., 2022) demonstrates that tools for electronic collaboration have a direct impact on innovation. Information is a driver of business in general and innovation in particular, but this is especially true in organisations that rely heavily on their knowledge base. Businesses have a strong interest in gaining access to the business-critical information and knowledge that already exists and is utilised in the process of collaboration, but this information and knowledge is typically stored in an unstructured state. Workers anticipate having access to corporate updates, payroll, and training information 24 hours a day, seven days a week. ECM achieves this purpose securely and economically. Workers utilizing an ECM system have flexible, on-demand access to the necessary information. He can quickly determine whether a document has been viewed or edited, and he can easily modify an employee's access privileges.

2.3 Cost

Short-term gains (i.e. cost reduction and work process simplification) are the primary drivers for ECM adoption, but the authors conclude that ECM systems improve organisational processes by providing essential services like capturing, creating, indexing, searching, accessing, organising, and maintaining content (Wisawapaisarn, 2021). They contend that the appropriate practises of content stewardship, along with the appropriate behaviour and information technology, may have a major impact on the performance of a business (Caihong, 2019). They assert that managers can derive a greater amount of value from ECM systems by adopting a strategy that is more strategic. The department of human resources iECM may dramatically save costs buyers the expected expense. Eliminating redundant processes and empowering employees may

save significant costs. ECM can save money by preventing costly lawsuits, lost recurring revenue, and business process delays.

2.4 File Bound Content Management

Several individuals in Saudi Arabian businesses want simultaneous access to particular documents, which may necessitate multiple copies. Finding, retrieving, and refiling paper documents is t challenging; however, file-bound content management will facilitate these procedures. This file-based content management system decreases the number of tiresome tasks associated with document-based operations. This is a single system for regulating, managing, and disseminating data created from diverse sources and stored in numerous locations. [Lim et al. \(2021\)](#) discovered, by surveying and classifying 91 ECM articles, that ECM comprises numerous complex and interconnected technological, social, organizational, and business elements. There are now three categories of ECM literature available: Initially, there were four ECM component dimensions (tools, strategy, process, and people). The second pillar is the longevity of the enterprise system (adoption, acquisition, evolution, and evaluation). The fourth pillar is strategic management (change management and management commitment). Based on the evaluation and the proposed conceptual framework, a research agenda for the three pillars is presented.

2.5 H.R. and ECM

Content Management refers to storing and accessing the following documents in the first phase of the H.R. electronic content management strategy (See [Figure 2](#)).

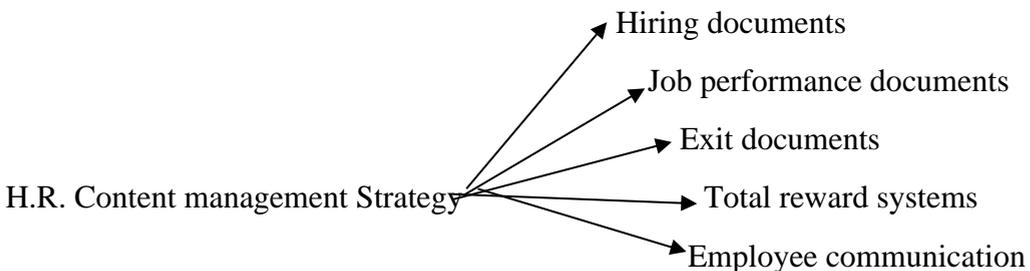


Figure 2: H.R. Content management Strategy

Personnel files, data, and documents can be obtained from and stored in a secure central repository using a system. ECM can automatically populate forms with HRIS data, resulting in departmental efficiencies ([Bandhyapadhy, Chowdhury, & Patil Sr, 2021](#)). Compliance and business success are ensured by Enterprise Content Management's capacity to access, index, link, and store petabytes of data in any format from virtually any data source across multiple systems (mainframe, distributed, and Web-based) presented in [Figure 3](#).

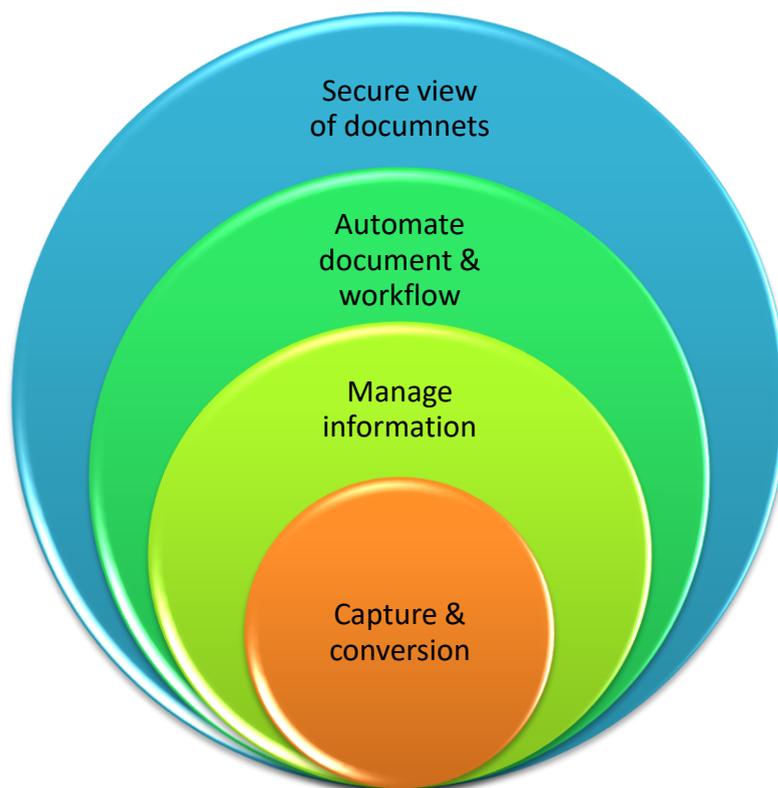


Figure 2: H.R. Content management Strategy

ECM is a challenging strategy due to the nature of the different types of unstructured information that must be managed, the frequency with which information is created, the influence of the number of employees in the organization, and a large number of users of ECM systems. The diagram below illustrates how ECM is applied in H.R. activities and relates to other domains. This occurs in H.R. performance management systems. AIIM defines ECM as a collection of strategies, processes, and technologies at the intersection of information management, information technology, and productivity benefits. In their conference, [Rosman \(2020\)](#) state that ECM serves two purposes: Online content management and knowledge management. According to them, companies manage web content and automate the development and reuse of material. ECM provides organization-wide content management and streamlining and the ability to set corporate rules and procedures for knowledge processing (See [Figure 4](#)).

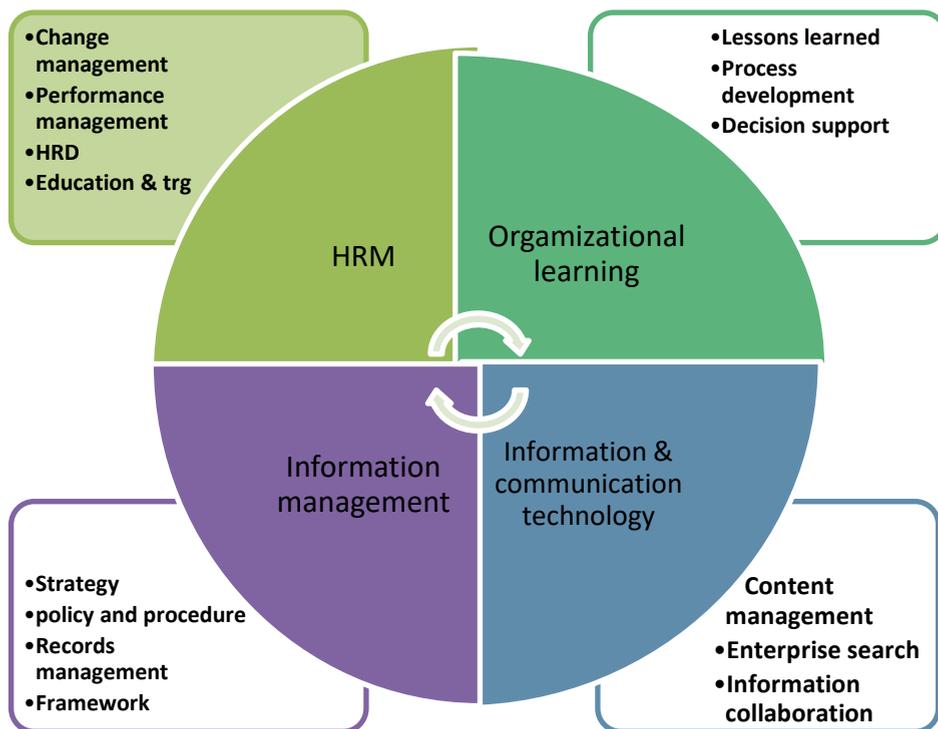


Figure 4: ECM Organizational Coverage

2.6 Content Management and Productivity

Employee satisfaction and productivity are contingent on the tools they employ to do their duties effectively and their knowledge of using such devices. According to a 2010 Information Management article, the implementation of ECM addresses dissatisfaction and inefficiency in the H.R. department (Campanella, Derhy, & Gangi, 2019). ECM minimizes frustration, boosts employee engagement, and promotes productivity. Examples of H.R. content include social networking, employee portals, knowledge cooperation, acquisition attempts, and other areas. With ECM, the documentation process is streamlined. ECM-enabled enterprises can produce tangible results and increase departmental productivity (Pulyaeva et al., 2019). ECM enhances employee satisfaction and H.R. service delivery while eliminating operational inefficiencies and facilitating paper access. The government and private sectors of Saudi Arabia are both enormous companies that have been operating for decades and have gathered immense quantities of unstructured data. Enterprise content management benefits include controlling, managing, and sharing information, simplifying business processes, connecting with enterprise applications, minimizing redundancy, lowering compliance

risk, and enhancing content delivery to individuals and channels. Enterprise Content Management facilitates high-level cooperation among coworkers, partners, customers, and prospects through online and offline communications (Andjarwati et al., 2019). Content management software consists of programs, methods, and templates for managing content, sites, content types, objects, and deployment and delivery of data. In addition, it provides workflow management, responsibility-based command centers, and vital library service. Based on above discussion, following hypotheses were postulated for this research.

H1. Content Management Solutions have a direct impact on effectiveness and efficiency in the H.R. life cycle

H2. Capture & converse of content management will have a direct impact on effectiveness and efficiency in the H.R. life cycle

H3. Manage information in Content management will have a direct impact on effectiveness and efficiency in the H.R. life cycle

H4. Content control in Content management will have a direct impact on effectiveness and efficiency in the H.R. life cycle

H5: There is no significant difference in means rating scores on the level of agreement on Content management solutions, Capture & converse, Managing Information, Content control and Effectiveness & efficiency dimensions between graduates and postgraduates, graduates and professionals and between postgraduates and professional respondents.

3. RESEARCH METHODOLOGY

This study utilized a practical research design. With little respect for the system or theory, empirical research exclusively investigates human experience or observation. Observations or experiments can confirm the conclusions of data-driven research. This form of research is referred to as experimental research. Based on the convenience sample and the focus group, fifty H.R. specialists were considered. Because focus groups are conversations amongst individuals with comparable H.R. backgrounds, each group must share something in common. The rationale behind this is readily apparent. When people are in a group with those who share similar backgrounds or experiences, they are more inclined to talk truthfully. A question guide is a collection of questions you intend to ask participants during focus group meetings based on your primary data analysis.

A Confirmatory Factor Analysis was performed using AMOS 20. (CFA). Validity of a measuring model requires establishing acceptable levels of goodness-of-fit for the model and discovering specific evidence of construct validity. Validity refers to the extent to which data collection procedures accurately measure what they were designed to

evaluate (Mitchell & Rich, 2020). As part of the validation procedure, the following validity and dependability tests were conducted: Four types of validity exist Content Validity, Convergent Validity, Composite Reliability, and Discriminant Validity. Before proceeding to measurement model analysis, each dimension's data are subjected to the appropriate tests for normality, collinearity, and autocorrelation.

3.1 Analysis & Interpretation

Gender: 34 (68%) of the 50 responders are men, while 16 (32%) are women. In Saudi organizations, the proportion of male H.R. managers is more significant than that of female H.R. managers since the job profile demands them to face obstacles and spend more time in the workplace.

Age Group: According to the age distribution of the respondents, ten (20%) belong to the age group 'less than 30' years, twenty-six (52%) to the age group '31 to 50' years, and fourteen (28%) to the age group more than 50' years. Only senior personnel can assume the role of human resources management.

Table 1: Goodness-of-fit & Incremental Indices of Measurement model for sub dimensions of H.R. Life cycle in Content management

<i>FIT INDICES</i>	<i>ACCEPTED VALUE</i>	<i>MODEL VALUE</i>
Absolute Fit Measures		
χ^2 (Chi-square)		54.44
df (Degrees of Freedom)		34
Chi-square/df (χ^2/df)	<5	1.60
GFI (Goodness of Fit Index)	>0.90	0.90
RMSEA (Root Mean Square Error of Approximation)	<0.10	0.078
Incremental Fit Measures		
AGFI (Adjusted Goodness of Fit Index)	>0.80	0.84
NFI (Normed Fit Index)	>0.90	0.82
CFI (Comparative Fit Index)	>0.90	0.92
IFI (Incremental Fit Index)	>0.90	0.92
RFI (Relative Fit Index)	>0.90	0.861
Parsimony Fit Measures		
PCFI (Parsimony Comparative of Fit Index)	>0.50	0.69
PNFI (Parsimony Normed Fit Index)	>0.50	0.62

Source: SPSS Output

Educational Status: Of the total respondents, 3 (6%) have a bachelor's degree, 37 (74%) have a master's degree, and 10 (20%) are professionals. Postgraduates are an obvious fit for the position of H.R. manager.

Work Experience: As many as 5 (10%) of the total respondents have less than or equal to three years of experience, while 45 (95%) have more than three years of experience. H.R. managers have more years of experience than is required for staff management.

3.2 Inference

The table 1 depicts the Goodness-of-Fit and Incremental Indices of the Measurement model for Employee Orientation sub-dimensions. The Chi-square/df (2/df) is 1.601 (less than 5), and the Goodness of Fit index (GFI) is 0.906 (instead of the required value of above 0.90); the Adjusted Goodness of Fit Index (AGFI) is 0.848. (as opposed to the recommended value of above 0.80). The Normed Fit Index (NFI), Relative Fit Index (RFI), and Comparative Fit Index (CFI), relative to the intended criterion of over 0.90, are 0.824, 0.867, and 0.922, respectively. The RMSEA is 0.078, far below the recommended limit of 0.10. Hence, the model has a solid overall fit, is over-identified, and can be submitted to a comprehensive measurement examination.

3.3 Convergent Validity

When each measuring item strongly associates with its underlying theoretical construct, convergent validity is applied. In other words, the things comprising a construct's indicators should converge or share a substantial percentage of their variance. The value ranges between 0 and 1. (zero to one). Although 0.70 is the recommended standard loading for reflecting indicators, 0.60 is deemed sufficient (Barclay et al., 1995). However, Hair et al. (1995) stated that the item had achieved a minimal level when factor loadings were more significant than 0.30. The item is regarded as significant when loadings are more excellent than 0.50. Hence, most components within each construct have loadings near 0.50. Therefore, it can be assumed that total convergence has occurred.

4. Findings of the analysis

Standardized Regression weights for the Content Management Solutions dimensions, Collect & Communicate, Manage information, and Content Control on H.R. Life Cycle Effectiveness and Efficiency presented in Table 2 below.

Table 2: Regression Estimates

Relationships between Exogenous and Endogenous			Standard Estimate	S.E.	C.R.	P-value
Effectiveness & Efficiency	& <- --	Content Management Solutions	- 0.371	0.100	5.106	0.000*
Effectiveness & Efficiency	& <- --	Capture & converse	- 0.308	0.139	4.348	0.000*
Effectiveness & Efficiency	& <- --	Manage information	- 0.210	0.181	2.686	0.007*
Effectiveness & Efficiency	& <- --	Content control	- 0.179	0.079	2.841	0.004*

Source: SPSS Output * Significance at 5 % level.

Hypothesis 1: Accordingly, it is observed that Content Management Solutions have an indirect and significant influence on the Effectiveness & Efficiency of the H.R. life cycle dimension ($\beta = - 0.371$; CR= -5.106, $p = 0.000$, $p < 0.05$). Thus, H1 could be fully asserted. The interpretation is that for one unit increase in the rating scale of agreement on the Content Management Solutions construct, one could expect about 0.371 times (more than one thirds (of the time)).

Hypothesis 2: Similarly, Capture & converse has an indirect and significant influence on the Effectiveness & Efficiency of the H.R. life cycle ($\beta = - 0.308$; CR= - 4.348, $p = 0.000$, $p < 0.05$). Thus, H2 could be fully asserted. The interpretation is that for one unit increase in the rating scale of agreement on Capture & converse construct, one could expect about 0.308.

Hypothesis 3: Furthermore, managing information has an indirect and significant influence on the Effectiveness & Efficiency of the H.R. life cycle ($\beta = - 0.210$; CR= - 2.686, $p = 0.007$, $p < 0.05$). Thus, H3 could be fully asserted. The interpretation is that, for one unit increase in the rating scale of agreement on managing information construct, one could expect about 0.210 times

Hypothesis 4: Finally, Content control has an indirect and significant influence on the Effectiveness & Efficiency of the H.R. life cycle ($\beta = - 0.179$; CR= - 2.841, $p = 0.004$, $p < 0.05$). Thus, H4 could be fully asserted. The interpretation is that, for one unit increase in the rating scale of agreement on Content control construct, one could expect about - 0.179 times

4.1 Hypothesis 5 ANOVA

One-way ANOVA result between Educational Status and Content Management Solutions Dimension presented in [Table 3](#) below.

Table 3: ANOVA Findings

Content management solutions					
	Sum of Squares	Df	Mean square	f	P value
Between Group	14.153	2	7.077	0.143	0.866
Within Group	9593.04	397	49.353		
Total	19607.2	399			

Source: SPSS output

Inference: There is no significant (statistical) difference (Table 4.12.3) in the overall means core of Content management solution [$F(2,397) = 0.143, p = 0.866, p > 0.05$] dimension among three levels of educational status of the respondents. Hence, we accept the null hypothesis (H_0) and reject the alternative hypothesis

5. DISCUSSION

Human resources (H.R.) must develop fresh talent to remain relevant in the global corporate sector, which is undergoing a massive revolution in Content management. The social and economic gravitational core of our planet is slowly migrating eastward. Several emerging markets face a 'new normal' characterized by protracted economic instability, persistent underemployment, excessive debt, and weak consumer demand (Huo et al., 2020). Developing economies, on the other hand, are thriving because their populations and middle classes are growing, thereby generating a fresh and robust pool of customers and labor. This occurs against natural disasters, political unrest, diminishing global resources, and fluctuating commodity prices. These forces will significantly affect the destinies of corporations and individuals (Armstrong, 2020). Historically, H.R. transformation focused primarily on enhancing existing H.R. services' efficiency, effectiveness, and compliance. It was believed that H.R. was already performing all necessary tasks; all that was needed was for them to be performed more efficiently, quickly, and for less money. Currently, the game's rules are changing. Fundamental H.R. skills, such as quick and effective service delivery, integrated H.R. technology, employee self-service, and quick access to relevant/accurate workforce data, remain as crucial as ever (Amrutha & Geetha, 2020). But, in the modern world, they are merely essential building elements for any H.R. department.

Content Management Systems directly impact the efficacy and efficiency of the H.R. life cycle. As part of a multiyear agile transformation, a notable European bank, for instance, established an agile internal school run by coaches and the H.R. department to aid in developing transformation competency (Salleh et al., 2022). For a transformation to be effective, it must touch every aspect of an organization, including its people, processes, strategy, structure, and technology. H.R. may aid in developing an iterative

strategy by identifying key elements of the people-management process, such as new career paths for agile teams, enhanced performance management, and competency development (Erturk, 2019). A model should also be the transition to elegant "flow to work" pools in which workers are assigned to prioritized tasks.

The capture and management of content directly influence the effectiveness and efficiency of the H.R. life cycle. Businesses that make choices at the appropriate organizational level and have fewer reporting levels are likelier to outperform competitors in quality, velocity, and performance. As a result of the pandemic, many organizations have been forced to respond faster than they had initially intended, highlighting the importance of making decisions quickly (Bandhyapadhyaya et al., 2021). One retailer, for instance, had planned to implement curbside delivery over 18 months, but due to the COVID-19 outbreak, the plan was implemented in only three days. H.R. can help employees make better decisions by empowering them to take risks in an environment that supports it. According to a Saunders (2019), employees who are given decision-making authority and receive sufficient mentoring from their supervisors are three times more likely to report that their company's delegated decisions are timely and of excellent quality.

The content management system directly influences effectiveness and efficiency in the H.R. life cycle. According to a Mathieu (2022), most CEOs recognize the importance of external collaborations in helping firms differentiate themselves. By allowing partners to share data, code, and skills, ecosystems may be utilized to create additional value. Nowadays, success requires "blurred borders" and interdependent partnerships to communicate value (Netshakhuma, 2019). To establish an effective H.R. ecosystem, H.R. must collaborate on and leverage the landscape of H.R. technology solutions throughout the employee life cycle, from learning and talent acquisition through performance management and workforce productivity. H.R. should ask the following questions to improve the scalability of an organization:

How can we construct platforms that span several ecosystem actors, offer new value sources, and enhance the employee experience? What initiatives can we take to become the most desirable ecosystem partner? How can we better position ourselves to interact rapidly and expand ecosystem accessibility?

The effectiveness and efficiency of the H.R. lifecycle are directly correlated with content management control. H.R. will be at the center of several initiatives as the future organization takes shape, including talent mapping, workforce flexibility, strategic workforce planning, performance management, reskilling, the development of an H.R. platform and the expansion of an H.R. digital ecosystem (Kraev & Tikhonov, 2019). It is impossible to overestimate the importance of managing content within an organization, as the 'availability of relevant information at the right time' is crucial to a

company's success. This is only possible if the content is saved correctly in reservoirs and databases. Not only must authentic data be collected from trustworthy sources but also it must be handled (this covers updations, additions, deletions etc.). In this situation, a metric for tracking how things have been progressing is crucial. There are numerous IT-enabled solutions available to assist businesses with this task. DMS is one such solution (Document Management System). This software is used to accomplish a variety of content management-related tasks.

6. CONCLUSION

ECM is equipped with an array of tools and technologies. It can contribute to achieving exceptional business results by expediting marketing and other activities, primarily by facilitating access to vital data. Before adopting Enterprise Content Management Systems, managers must get down with their staff and set clear strategies and regulations not bound by the existing state of information technology. Moreover, ECM has the following public and commercial sector benefits:

- It is very crucial getting the correct information to the right people at the right time.
- When companies are more efficient, the risk of non-compliance with regulatory rules is lowered.
- ECM, The operating costs are reduced.
- With ECM, content archiving is automated.
- ECM enhances customer relationships.

The whole trend of the digital world may be summed up in one word: fragmentation. Instead of entropy or annihilation, preferred pathways should be considered. The current and future trend is evident: everyone digitizes a significant portion of their consumer interactions and business operations, from banks to bowling alleys. New requirements develop as more participants from various businesses participate in the digital revolution. Today's and tomorrow's CMSs must deal with more issues than website maintenance. In addition to the traditional website, the current customer journey encompasses several touchpoints such as online ads, search engine results pages (SERPs), social media, in-store beacons and Q.R. code synergy, applications, and self-service, not to mention different media outlets such as Facebook.

Acknowledgement

This work was supported through the Ambitious Funding track by the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal University, Saudi Arabia [**Grant No: 3021**]

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