

Adoption of Cloud Human Resource Information System in Egyptian Hotels: An Experimental Design Research

Karam Zaki Hisham Saad

Faculty of Tourism and Hotels, Fayoum University, Fayoum

Abstract

The main purpose of this research is to examine whether the hotel staff impressions hold towards cloud Human Resource Information System (HRIS) importance and adoption are varied according to the hotel category. An experimental 2x2 full factorial design was performed with data collected from 80 hotel employees. Participants were purposively selected through the online web pages of LinkedIn and Facebook.

Findings of this experiment showed an overall lack of cloud HRIS adoption in the 3-star hotels than 5-star hotels in Egypt and most of cloud HRIS activities are still used in a very limited extent. In addition, the perception of the degree of importance varies significantly between the hotel types. The main implication of this study within the Egyptian hotel sector is that to be more innovative and competitive, the hotel corporations will need to invest significantly in smart innovation within their HR departments to benefit from the strategic and operational advantages of cloud HRIS. This study is considered one of the few studies that operationalised the concept of cloud HRIS in the Egyptian hotel industry; it highlighted the cloud HRIS key affecting factors based on the Technology Organization Environment (TOE) model and HR activities in hotel.

Keywords: Cloud HRIS, Experimental Design, Egyptian hotel industry

Introduction

Many organizations are struggling to find out the best managerial solution to better manage their resources. It was reported that the human resources is one of the most important capital in any setting in general and in the hotel industry in particular (Fouladi and Jafari, 2017). Limited research attempts have focused on how institutions can more efficiently manage their human resource asset (Johnson et al., 2016). Johnson and Diman (2017) recently highlighted the term of Human Resource Information Systems (HRIS) as a critical success factor for any larger organizations contributed with streamlining HR operations and improving productivity, efficiency and performance.

Optimistically, it was widely well-known that the principal segment of any development is also related to the use of technology applications in managing employees and developing functions that have a vital role in providing continuous and high quality service to the customer. One of the very dominant and vibrant fields nowadays in the Egyptian economy is the hotel industry. According to Whitelaw et al. (2009), hotel business is the only pushing aid to any prosperity and advancement in any country..

Technology is now considering a serious source of competitive advantage in the hotel industry, particularly in the areas of description, promotion, distribution, amalgamation, organization, and delivery of hospitality products. The use of technology innovation is witnessed more than ever before as a major prerequisite in forming strategic alliances, developing innovative distribution tools, and communicating with customers and partners while satisfying customer demand. Customers and partners alike tend to place greater importance on organizations which apply technology to a greater extent than their competitors. Much more attention should be paid to technology innovations because of the continuous changing environment, especially around hotels which are forced to confront and deal more effectively with hustle and heavy competition in one hand, and increasing customer expectations in the other hand (Ham et al., 2005).