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## Reality of Media Leaders' Practice of Electronic Leadership from the Point of View of Faculty Members in Media Faculties

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### Abstract

The study aimed to identify the reality of media leaders' practice of electronic leadership from the point of view of faculty members in media faculties. It also correlated the relationship between the study sample's opinions about the media leaders' practice of electronic leadership according to the variable of gender and experience. To achieve the study objectives, the study followed the descriptive approach. A questionnaire was applied to the study sample. The results showed that the degree of reality of media leaders' practice of electronic leadership from the point of view of faculty members in media faculties scored high. The results also revealed statistical differences between the study sample's responses according to the gender variable. In addition, there were no statistical differences according to the variable of experience between the study sample's responses. In light of the current results, the study recommended activating the role of electronic leadership in media institutions through holding training courses for leaders.

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### Introduction

Management information technology has become one of the most basic and important elements in organizations of all kinds, specializations and sizes. It is an important tool in the process of completing the work efficiently, accurately and quickly. It is also employed to face the new challenges posed by the information revolution in contemporary life. Electronic leadership is one of the fruits of technical development in the field of communications. The development of computers and their technologies helped in the emergence of the information revolution and the communications revolution. Electronic leadership came as a realistic response to the use of computer applications in the fields of public service, development and traditional work methods to more flexible and effective methods on the one hand, and benefiting from the achievements of the technical revolution in saving time, effort and cost on the other hand (Al-Aqtash & Saleh, 2019). Digital technology has brought about changes in all organizations. The information revolution in all its forms and applications imposed on organizations to work to coordinate efforts to implement electronic management, research all challenges and obstacles that may arise and work to find appropriate solutions to them. It also imposed on them to define a future vision and specific steps to ensure the success of the application of electronic management because of its several benefits in achieving

the goals of organizations with the least time, effort and cost. The success in its application is considered a measure of progress and development (Al-Blushi, 2020). The prevailing organizational culture in media institutions contributes to encouraging or refusing to use electronic management. An organizational culture encourages creativity and innovation in an atmosphere and allows employees to participate in achieving the goals of the organization can use electronic leadership to increase the products and services provided to beneficiaries. It is not possible to succeed in implementing electronic leadership unless there is a good organizational culture that supports it. The possession of electronic leadership among media leaders is an urgent necessity in the modern era. Especially, these institutions play important roles in changing and decision-making, as they are the fourth authority that affects the general thinking of the people. It has become necessary for these institutions and their leaders to develop and keep pace with modern technology. The most important thing is to use it directly from institutions and media leaders. They are the decision-maker concerning the will to change and not to use the old routine methods in light of the tremendous progress of technology.

With the beginning of the twenty-first century, the emergence of the information revolution and the huge technological boom in various technologies made it imperative for all community organizations to use modern administrative methods that keep pace with this era. This has increased competition for the maximum benefit from these technologies in various fields. Among these technologies is the electronic leadership technology that enables several institutions, including press institutions, to process their documents, control their huge paper stock, and abandon traditional management methods. Through the researchers' knowledge and work in the educational and media field, they noticed that there is a discrepancy in the use of technology by media leaders in Jordan and their use in various work affairs (Al-Manea, 2016). Since this is the era of digital media, the leaders who manage the media must possess the skills of electronic leadership, use them in their institutions and train workers to use them in all their work (AlKhudari, Almashaqbeh, & Alkhaza'leh, 2022).

In light of the foregoing, the study problem can be identified through the following main questions:

- What is the reality of media leaders' practice of electronic leadership from the point of view of faculty members at media faculties?
- Are there statistically significant differences in the reality of media leaders' practice of electronic leadership due to gender?
- Are there statistically significant differences in the reality of media leaders' practice of electronic leadership due to experience?

### **Objectives and Significance of the Research Study**

The study aimed to identify the reality of Jordanian media leaders' practice of the concept of electronic leadership. It also aimed to identify the prevailing culture in the Jordanian media institutions regarding the application of electronic leadership. In addition, it also aimed to reveal the effect of some demographic variables (gender and experience) in the reality of media leaders' practice of electronic leadership).

The significance of the current study is to shed light on the importance of practicing electronic leadership in media

organizations. This study enriches Arab and foreign libraries by reviewing the theoretical literature and previous studies regarding the subject of electronic leadership in media institutions. It also tries to find solutions and recommendations for the practice of electronic leadership in Jordanian press institutions. Below are the key terms of the study:

*Electronic Leadership:* It is the business system and the activities carried out electronically via networks. It is the function of doing business using electronic systems and means (Roman, 2018).

*Media leaders:* The leaders who supervise media institutions, whether electronic or paper and work to implement the general policies of newspapers, guide workers and make decisions, especially in the processes of change and the use of modern methods and others (Alkhazaleh, 2021).

*Media institutions:* Printed and electronic bulletins that contain news and general information. They also include the course of events and the subsequent criticisms and observations from people that express public opinion towards certain situations and are sold on specific and periodic dates and obtained by readers (Alkhaza'leh, 2022).

## **Theoretical Background**

### **Electronic Management Concept**

Electronic management is defined as the use of information and communication technology and modern technologies to carry out administrative work and provide electronic services at any place and time. This leads to an increase in the quality of performance, speed of implementation, cost reduction, accuracy and speed in providing services, developing administrative organization, simplifying procedures, providing correct information and making decisions based on accurate and direct information.

### **Electronic Leadership Characteristics**

Electronic leadership is characterized as paperless management with no time limits. It is an administration without traditional buildings. There is no need for rooms, offices and several cupboards to keep papers. It is an administration that does not require large numbers of employees. It is management without traditional organizational structures. It manages files instead of saving them. It relies on electronic documents that are faster and easier to save, modify and retrieve. It is based on electronic conferencing where meetings take place remotely without physically moving people from their headquarters.

Electronic leadership is characterized by flexibility and speed of response to the event or the change wherever it happened and whenever it happened without time limits throughout the hours of the day and days of the year. It derives its data or information from electronic archives and communicates via e-mail and voice messages instead of traditional methods. It moves from follow-up with memos to electronic follow-up on screens and adopts remote monitoring and remote work, which saves cost and increases efficiency.

### **Importance of Electronic Leadership**

The importance of electronic leadership appears in its ability to keep pace with the huge qualitative and quantitative development in the field of application of information technologies and systems and the accompanying emergence. This is what can be called the continuous information revolution or the permanent information and communication technology revolution (Alrhayyel, 2018). Organizations that have failed to incorporate modern technology into their strategic plans have doomed themselves to extinction. Technology has helped to remove geographical barriers and complete the work as quickly as possible and at the lowest costs. Thus, it enables organizations to increase the rate of production and the speed of decision-making. Because digital technology replaces paper-based processes with digital ones, it allows full-time workers to perform productive work and transform production and work processes.

Electronic management gives leaders several advantages. The electronic work environment enables managers to extend the scope of supervision over the management of organizations, branches or employees, regardless of their geographical locations. With new team communication technology and online coordination, the leader today can build and manage flexible teamwork opportunities and manage short-term task teams from anywhere in the world. He can also distribute information to workers so that they can act independently (Roman, 2018).

The advanced world's interest in using management information technologies came out of nowhere, but rather because of the great benefits that have occurred. Therefore, countries began to race in the application of electronic management in their organizations. One of the most important goals and benefits of electronic management is to assist in simplifying procedures within organizations to reflect positively on the level of services provided to beneficiaries. The type of services provided is also more quality and shortens the time to carry out the completion of various administrative transactions. This helps in transferring the redundant labor force to the manpower that has a key role in the application of electronic management through rehabilitation to keep pace with the new developments that have occurred in the organization and dispensing with incompetent workers who are unable to adapt to the new situation. Also, through electronic management, the various units of the organization are managed and monitored as if they were a central unit and decision-making obstacles were reduced by providing data and linking it to decision-making centers.

Electronic leadership, in addition, helps in collecting data from its sources in a unified manner, increasing the interdependence between employees and senior management, and following up on the management of all resources. Further, it contributes to clarity and ease of understanding by the beneficiaries of what is required of them from the documents and reduces the impact of personal relationships on the completion of work and the speed of performance of services to beneficiaries while maintaining their quality. This would reduce costs because of simplifying procedures and reducing paperwork and time. Electronic leadership contributes to maintaining the confidentiality of documents and information that have become vulnerable to damage due to natural disasters, erosion and frequent use of paper information sources. Moreover, electronic information sources are easy to memorize and inexpensive. Finally, through electronic leadership, it is easy to retrieve information and open up several options for beneficiaries to obtain information and participate in control. This means more dynamic

facilities for searching.

It is clear from the above that one of the most important advantages of electronic management is that it is one of the most effective and efficient methods of facilitating the work of the organization by building an advanced base of information. In turn, this helps to achieve the highest speed in providing anything at anytime, anywhere and in any way. Thus, the organization's goals are achieved with high accuracy with the least time, effort and cost (Al-Aqtash & Saleh, 2019).

### **Effects of the Application of Electronic Management**

Electronic management is a new style of management that has had extensive effects on organizations and their fields of work, management, strategies and functions. These effects are not only due to the technological dimension represented by digital technology but also to the management dimension represented by the development of management concepts that have accumulated for several decades.

Management methods that were successful and appropriate to the conditions of the past may not be effective in a rapidly changing environment such as the one we live in today. Electronic management works to achieve more management flexibility in delegation, empowerment and team-based management. Thus, management and its functions, despite being deeply affected, will still represent the beating heart of organizations, and planning, organizing, directing and controlling electronic business will remain the functions of the new electronic management (Al-Shehri, 2018).

### **Press Institutions and Leaders**

The press has been one of the important achievements of the Jordanian state since its foundation years. This was the first step in the march of the Jordanian press. It continued its development journey through several stations that witnessed successes and failures and ups and downs and starts and stops until the present stage characterized by privacy. Today, the Jordanian press is witnessing a remarkable development and affects public opinion through published reports and news daily. Paper newspapers are still at the forefront of this scene, considering them more disciplined and credible than others (Alkhaza'leh, 2022). Media leaders in Jordan practice several tasks, including supervising these institutions in terms of editorial policy and content or product evaluation, in addition to leading the work team of journalists, administrators and others. The possession of electronic leadership skills by media leaders in Jordan is considered an urgent necessity, especially with the technological changes in all media outlets in the world. Hence, it was necessary to evaluate the media leaders' practice of electronic leadership. This evaluation is carried out by educational and media experts who realize the need for media leadership and its importance in the development of institutions and individuals (AlKhudari, Almashaqbeh, & Alkhaza'leh, 2022).

### **Related Studies**

Al-Blushi (2020) showed that the school leaders' role in electronic leadership was at a high level. Also, it was

shown that there were no statistically significant differences in the role of electronic leadership in managing educational crises due to the variable of gender and training courses. In addition, there were statistically significant differences in the role of electronic leadership in managing educational crises from the point of view of general education school leaders due to the variable of the educational stage in favor of the secondary stage and in the field of decision-making and activating communication in favor of the secondary stage. Al-Subaie and Al-Shehri (2019) revealed that the practice of electronic leadership in the field of writing and preparing reports in schools was practiced at a high rate. However, it was practiced at a low rate in the field of exchanging opinions and dialogue from a distance. The study recommended the availability of several requirements necessary to implement the concept of electronic leadership, including financial, human and administrative requirements.

Niramitchainont and Sathithada (2019) attempted to develop certain scenarios for leaders of Thai higher education institutions and global cooperation and create a positive environment for the continuity of their application. The study was conducted with the participation of directors, lecturers and employees of higher education institutions in Thailand. Three scenarios were developed for educational leaders to use electronic leadership, dealing with three aspects: economic, social, and environmental. The results of the study showed the possibility of benefiting from the scenarios not only in the field of higher education but also in schools and other organizations. Al-Aqtash and Saleh (2019) targeted the impact of electronic leadership practices on strategic creativity and the selection of the mediating role of the Internet of Things in Jordanian cellular communications companies. The results of the study revealed that the level of electronic driving practice was high. Also, there was a direct impact on the practice of electronic leadership on strategic creativity and a positive effect between the practice of electronic leadership and creativity. The study recommended the need to adopt the practice of electronic leadership because of its role in strategic creativity.

Alrhayyel (2018) examined the direct impact of electronic leadership on the innovation process and knowing the moderate role of cooperation in the relationship between electronic leadership and innovation. The results showed a positive impact of leadership on innovation among faculty members. Al-Shehri (2018) conducted a study to identify electronic leadership, the most important challenges, and the characteristics of electronic leaders. The results showed that there was a great need for electronic leaders to organize the work of organizations quickly and accurately.

Finally, Al-Manea (2016) attempted to identify the reality of the application of electronic management in Saudi higher education institutions from the point of view of faculty members and administrators. Also, the study attempted to determine whether there were statistically significant differences due to the variables of academic qualification, experience, and training courses in the field of electronic management. The study sample consisted of (314) members of the teaching staff and administrators who responded to a questionnaire. The study showed the achievement of a high level of personal and administrative computer skills among faculty members and administrators. In addition, while there were no statistically significant differences due to the academic qualification and experience variables, the variable of training courses had significant differences in favor of the higher level of training.

## **Method**

The study aimed to identify the reality of media leaders' practice of the concept of electronic leadership from the point of view of the faculty members in the media faculties in Jordan and to achieve the objectives of the study. Therefore, the researcher relied on the descriptive approach to collect data.

### **The Study Group**

In Jordanian universities, there are about 150 faculty members in the faculties and departments of media and electronic journalism. About nine universities and colleges teach journalism and electronic media: Aqaba University of Technology, Middle East University, Petra University, University of Applied Sciences, Arab Open University, Al-Balqa Applied University, Jadara University, Al-Khwarizmi College and Al-Ahliyya Amman University. The majority of faculty members and students are also in full contact with media leaders in Jordan and media institutions. Students receive their field training within these institutions. Faculty members are considered writers and media analysts, and a large number of them practice journalism (Alkhazaleh, 2021). The researcher used the convenience sampling method in selecting the study sample. An electronic link was created and circulated to the target group. After determining the response period of (14) days to receive responses, the number of respondents reached (66) faculty members, at a rate of (44.0%) of the study population. Table 1 shows the distribution of the study sample according to the demographic variables used in the current study.

Table 1. Distribution of the Study Group

Variable	Group	N	%
Gender	Male	35	53
	Female	31	47
Experience	Less than 10 years	32	48.5
	More than 10 years	34	51.5
Total		<b>66</b>	100

### **Instrument of the Study**

Theoretical literature and previous studies related to the subject of the current study, the reality of media leaders' practice of the concept of electronic leadership from the point of view of faculty members in media colleges in Jordan, were reviewed. Accordingly, the researcher prepared this questionnaire. It consisted of (30) statements distributed into (3) domains according to a three-Likert scale.

### **Validity of Instrument**

#### ***Face Validity***

The validity of the questionnaire was verified by presenting it to some experienced and specialized faculty



members (n=5). Their directions and suggestions were taken into account such as adding new items and deleting or modifying inappropriate items. Also, some items were placed in the domain to which they belong, and clarity of wording and integrity of language were checked.

### **Internal Consistency**

The study instrument was applied to an exploratory sample of (20) faculty members. The Pearson's correlation coefficient was calculated between the items and the total score for the domain to which they belong. The results showed that Pearson's correlation coefficients between items with the total score of the domain were statistically significant at (0.01) or (0.05) and ranged between (0.581\*\* - 0.838\*\*). Also, Pearson correlation coefficients were extracted between the total score of the domain with the total score of the instrument. The Pearson's correlation coefficients ranged between (0.928\*\* - 0.985\*\*). They are statistically significant at (0.01) and (0.00). Therefore, the researcher verified the validity of the study instrument.

### **Reliability of Instrument**

The reliability coefficients were calculated on the domains of the study instrument and the total degree of the instrument through Cronbach's Alpha equation. The study instrument was applied to an exploratory sample of (20) faculty members. The results showed that the reliability of Cronbach's Alpha coefficient for the instrument as a whole was (0.92). The reliability coefficients ranged from 0.86 - 0.90. These are high-reliability coefficients suitable for the study. This indicates the reliability of the study instrument.

### **Statistical Processing**

The statistical software (SPSS) version (23) was adopted in analyzing the data of the study and answering its questions. The following tests were used.

- Pearson's correlation coefficient to check the consistency.
- Cronbach's Alpha equation to check the reliability of the study instrument.
- Means, standard deviations, and ranks to answer the first question: What is the reality of media leaders' practice of electronic leadership from the point of view of faculty members at media faculties?
- The following gradation (range) was adopted for the degree of verification of the items and domains of the study instrument to determine the degree of approval based on the equation of the range as shown in Table 2.

Table 2. Criteria for Interpreting the Values of Means according to the Equation of the Range

Degree	Low	Medium	High
Means	1-1.66	>1.66-2.34	> 2.34-3.00

- The t-test of independent samples was used to answer the second question (Are there statistically significant differences in the reality of media leaders' practice of electronic leadership due to gender?) and the third

research question (Are there statistically significant differences in the reality of media leaders' practice of electronic leadership due to experience?).

## Results and Discussion

### Results of the First Research Question: What is the reality of media leaders' practice of electronic leadership from the point of view of faculty members at media faculties?

The researcher calculated the means and standard deviations of the study sample's responses about the reality of media leaders' practice of the concept of electronic leadership from the viewpoint of faculty members in media colleges in Jordan. Table 3 depicts the results.

Table 3. Descriptive Statistics

N	Domain- items	Means	Standard deviations	Level
	Domain One: Electronic Skill	2.45	.613	High
1	Jordanian newspaper leaders use computers to keep files.	2.36	.853	High
2	Newspaper leaders use e-mail in the communication process.	2.55	.612	High
3	The leaders of Jordanian newspapers actively participate in the forums on the Internet.	2.39	.820	Medium
4	Press leaders are present on social networks on a continuous and effective basis.	2.48	.707	High
5	Leaders use online data for press releases.	2.35	.794	High
6	Press leaders hold work meetings remotely and through audio or video techniques.	2.56	.612	High
7	Leaders are characterized by dealing with news quickly and broadcasting it on social media and news sites shortly after its occurrence.	2.41	.703	High
8	Leaders are fluent in electronic skills such as using computer programs and deal with them well.	2.42	.703	High
9	Press leaders take their decisions electronically and issue notifications via computers or smart devices.	2.55	.612	High
10	Newspaper leaders are interested in electronic journalism.	2.42	.609	High
	Domain Two: Information Skills	2.40	.525	High
11	There is a database for applying electronic leadership in the newspapers.	2.42	.609	High
12	Newspapers actively use e-mail to exchange information.	2.30	.764	Medium
13	Newspapers use advanced information systems such as (management information systems, decision support systems, database management systems).	2.42	.609	High
14	The manual method is supported in addition to the computerized	2.42	.703	High

N	Domain- items	Means	Standard deviations	Level
	method in dealing with data.			
15	The newspaper deals with forms and paper documents.	2.42	.609	High
16	The newspaper has a sufficient database to carry out its work.	2.30	.764	Medium
17	Newspapers have an information system that ensures information flow between departments easily.	2.48	.707	High
18	Newspapers use the Internet as one of the indicators of the shift towards the information age.	2.48	.614	High
19	Newspapers employ the electronic file for leaders.	2.36	.777	High
20	Newspapers deal with electronic libraries.	2.36	.694	High
	Domain Three: Administrative and Organizational Skills	2.35	.525	High
21	Press leaders are keen on the continuity of strategic planning.	2.06	.653	Medium
22	Newspaper leaders set flexible goals that are subject to renewal and continuous development.	2.30	.679	Medium
23	Newspaper leaders are able to face the rapid technological developments.	2.36	.694	High
24	It is possible for the newspaper's organizational structure to accommodate the introduction of modern technologies in the work for the application of electronic management.	2.18	.802	Medium
25	The reorganization of the organizational structure is carried out in light of the change in the nature and pattern of administrative work.	2.42	.609	High
26	The electronic leadership strategy in newspapers is based on reducing the number of employees in them.	2.30	.679	Medium
27	The human resources in newspapers are able to keep pace with the rapid technological developments.	2.55	.612	High
28	Opportunities are provided to train and rehabilitate workers in the use of modern electronic devices and equipment.	2.42	.703	High
29	Availability in newspapers of advanced technological devices and equipment suitable for the application of electronic management.	2.42	.703	High
30	Newspapers have a website.	2.42	.703	High
	Total	2.40	.534	High

Table 3 shows that the total degree of the reality of the practice of electronic leadership by media leaders from the point of view of the faculty members in the media colleges in Jordan was (2.40) with a standard deviation of (0.534), a high level. The first domain, electronic skills, obtained a means of (2.45) and a standard deviation of (0.613), ranking high. All means of the items of electronic skills domain ranged between (2.35 - 2.56). The second domain, information skills, obtained a means of (2.40) and a standard deviation of (0.525), rating high. All means

of information skills ranged between (2.30 - 2.48). The third domain, administrative and organizational skills, obtained a mean of (2.35) and a standard deviation of (0.525) and scored high. All means of administrative and organizational skills items ranged between (2.06 - 2.55).

The result showed that the faculty members in the media colleges in Jordan see that media leaders practice electronic leadership at a very high level. This result can be attributed to the high importance and efficiency of technology and the Internet that leaders of media institutions feel in managing work. These result is consistent with that of Al-Subaie and Al-Shehri (2019), which revealed that the practice of electronic leadership in the field of writing and preparing reports in schools was practiced at a high rate. The result also agrees with that of Al-Blushi's (2020) study, showed that the school leaders' role in electronic leadership was at a high level. In addition, the current result coincides with that of Al-Aqtash and Saleh (2019) that revealed that the level of electronic leadership practice on strategic creativity and the selection of the mediating role of the Internet of Things in Jordanian cellular communications companies was high. Finally, this result meets with that of Al-Manea's (2016) study, which showed the achievement of a high level of personal and administrative computer skills among faculty members and administrators.

**Results of the Second Research Question: Are there statistically significant differences in the reality of media leaders' practice of electronic leadership due to gender?**

The researcher used a t-test to show the significance of the differences between the means of the study sample's responses about the reality of media leaders' practice of the concept of electronic leadership according to the gender variable. Table 4 displays the results.

Table 4. t-test Results according to Gender

Domain	Gender	N	Means	Standard deviations	t	df	Sig (2-tailed)
Electronic skills	Male	35	2.33	.673	-1.606-	64	.113
	Female	31	2.57	.529			
Information skills	Male	35	2.29	.605	-1.713-	64	.092
	Female	31	2.51	.412			
Administrative and organizational skills	Male	35	2.18	.591	-2.592-	64	.012
	Female	31	2.51	.398			
Total	Male	35	2.27	.596	-2.021-	64	.047
	Female	31	2.53	.435			

Table 4 shows statistically significant differences at (0.05) between the means of the study sample's responses about the reality of media leaders' practice of the concept of electronic leadership according to the gender variable on the total score and the third domain, administrative and organizational skills in favor of females. Also, there were no differences in electronic skills and information skills. That is to say that the variable of gender did not play any role to influence the study sample members. This results may be attributed to the fact that electronic

leadership is still in the initiation of use and that all faculty members in media colleges, who also work in media institutions live in the same conditions. This result is not in agreement with that of Al-Blushi (2020) that unveiled that there were no statistically significant differences in the role of electronic leadership in managing educational crises due to the variable of gender.

**Results of the third research question: Are there statistically significant differences in the reality of media leaders' practice of electronic leadership due to experience?**

The researcher used a t-test to show the significance of the differences between the means of the study sample's responses about the reality of media leaders' practice of the concept of electronic leadership according to the experience variable. Table 5 shows the results.

Table 5. t-test Results according to Experience

Domain	Experience	N	Means	Standard deviations	t	df	Sig (2-tailed)
Electronic skills	- 10 years	34	2.59	.561	1.885	64	.064
	+10 years	32	2.31	.641			
Information skills	- 10 years	34	2.46	.494	1.032	64	.306
	+10 years	32	2.33	.556			
Administrative and organizational skills	- 10 years	34	2.46	.438	1.791	64	.078
	+10 years	32	2.23	.589			
Total	- 10 years	34	2.50	.471	1.644	64	.105
	+10 years	32	2.29	.581			

Table 5 shows no statistically significant differences at (0.05) between the means of the study sample's responses about the reality of media leaders' practice of the concept of electronic leadership according to the experience variable on the total score and all fields. That is to say that the variable of experience did play a role to influence the study sample. The reason for the lack of different views of the study sample about the practice of electronic leadership according to the variable of experience may be because the media work carried out by the faculty members is similar in its various aspects. Thus, the electronic administrative processes are practiced by faculty members at the same level. Also, the provided equipment and infrastructure are equal in distribution. The financial support is equal to the administrative tasks exercised by the faculty members. The current result is in line with that of Al-Subaie and Al-Shehri (2019) that showed that there were no differences between the study sample's responses in the requirements for applying electronic leadership due to the difference in the years of experience. Also, the current result meets with that of Al-Manea's (2016) study, which showed no statistically significant differences due to the experience variable between the study sample's responses to personal and administrative computer skills. However, the result is in not line with that by Al-Blushi (2020), which showed there were statistically significant differences in the role of electronic leadership in managing educational crises from the point of view of general education school leaders due to the variable of the educational stage in favor of the secondary.

## **Conclusion**

The present study sheds light on the practice of electronic leadership by press leaders from the point of view of faculty members. It also correlated their views with gender and experience. It was shown that the study sample of faculty members sees that press leaders practice electronic leadership highly. The results also revealed statistical differences between the study sample's responses according to the gender variable in favor of female respondents. In addition, there were no statistical differences according to the variable of experience between the study sample's responses. In light of the current results, the study recommended activating the role of electronic leadership in media institutions through holding training courses for leaders. Also, there is a need to conduct further research on the relationship between electronic leadership and employees' productivity.

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