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Role of digital transformation in developing and improving strategic management in some youth and sports directorates considering the vision of the Arab Republic of Egypt 2030

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Abstract: Background: Purpose: This study aimed to evaluate the success of digital transformation and its impact on management in some youth and sports directorates. sample consists of the first undersecretary of the ministry and the directors of departments in the directorate. The research sample was selected randomly from the youth and sports directorates affiliated with the Ministry of Youth and Sports in the Arab Republic of Egypt in the governorates across the republic. The total research sample was selected randomly from the youth and sports directorates, numbering (9). The results indicated that.

- The Youth and Sports Directorate adopts a fundamental role in providing sports and recreational opportunities for youth and encouraging participation in sports and cultural activities.
- The Youth and Sports Directorate faces many challenges in achieving its goals, including those related to the efficiency of information and service management. Developing digital transformation strategies is the solution to these challenges and achieving specific aspirations and goals.

As digital transformation is an opportunity and challenge, digital technologies provide great opportunities to improve the operations of institutions and organizations and provide better services to citizens. Digital transformation can contribute to simplifying administrative procedures, improving communication with the public, and increasing the transparency of operations

Keywords: digital transformation, sports directorates, Egypt 2030

Introduction

In our current era, digital transformation for organizations and institutions has become inevitable to improve their performance and achieve their goals more efficiently. Among the aspects that take up a large part of this transformation is its role in developing and advancing strategy management.

As digital transformation contributes to opening new doors to access data and information faster and more effectively. By taking advantage of artificial intelligence and data analysis technologies, organizations and

institutions can obtain deeper and more accurate strategic insights. This helps strategic management make informed decisions and determine the right directions for organizations and institutions.

By using digital technology, sports organizations and institutions can enhance strategic planning and implementation processes through digital project management applications and performance tracking systems to facilitate the strategic planning process and implement it with high efficiency, which contributes to achieving goals better and in a shorter time.

Digital transformation improves communication and interaction processes within sports organizations and institutions using email, internal social platforms, and collaborative applications. Employees can communicate better, and exchange knowledge and ideas easily, which enhances interaction in strategy development processes.

By adopting digital technologies such as automation and artificial intelligence, sports organizations and institutions can significantly improve the efficiency of their operations. This is directly reflected in the management of the strategy, as the organization can achieve its goals with minimal effort and cost.

Fatima Al-Zahraa (2020) believes that the world today is witnessing a huge movement of information, and as a result, the search for more and more advanced mechanisms to process it has expanded, to facilitate and improve information dealings; This is what is known as digital transformations, in the context of technical changes and technological developments that are heading towards a purely digital world, which has enormous communication capabilities, by using the Internet and digital applications, traditional dealings have been transformed into digital dealings, and these digital transformations are sweeping all aspects of life, similar to institutional life.

Sarah Muhammad (2020) explains that investing in digital transformation is thinking and changing behavior to bring about a radical shift in the way of work, by taking advantage of the great technical development that has occurred to serve beneficiaries in a broader and better way. Digital transformation provides huge potential to build effective, competitive, and sustainable societies.

Adnan Mustafa (2021) defines digital transformation as: "The process of companies moving to a business model that relies on digital technologies to innovate products and services and provide new revenue channels and opportunities that increase the value of their product."

Bardhan Abbas (2018) defines digital transformation as "the transformation in businesses or governments, i.e. making radical changes to the business model, procedures and operations, and the transformation may affect the process of changing the product or the method of providing the service completely. It is strategic when it intervenes in all functions of the institution, from sales to supply and information technology and the entire value chain."

Digital transformation plays a crucial role in the development and advancement of strategic management. By improving access to information, enhancing planning and implementation, enhancing communication and interaction, raising the efficiency of operations, and adapting to rapid changes, bodies and institutions can achieve better and more dynamic results in managing their strategy.

Strategic management is the administrative lifeboat that guarantees the institution's long-term success by achieving its vision and future mission through the rational use of available and manageable resources without depletion that affects its effectiveness in the future.

Strategic management represents the compass that guides administrative work and determines the correct direction in which it should proceed. Strategy is the path that determines the direction of activities to confront problems and deal with internal and external variables. Business organizations must adopt strategic management to confront the challenges of this rapidly changing environment, as it is a vital process that must achieve the organization's interaction with its environment. The change that occurred in the business environment imposed by the information revolution, the explosion of knowledge, and the universality of business gave strategic management the utmost importance as it is responsible for employing the organization's capabilities and adapting to the external environment. Mahmoud Muhammad and Basma

Muharram (2018) add in this context that the Dubai government took the initiative to prepare and implement a strategy for the Internet of Things, in which the system works to analyze data smartly, helps in making decisions and providing financial returns, and moves towards using blockchain technology, which can be defined as: "A technology for storing, verifying the validity, and licensing digital transactions with high levels of security and encryption, which may be impossible to break in light of the available technologies."

Abdul Hafeez Ahmed (2021) believes that digital transformation is one of the most important drivers and incentives for growth in government departments, as it has imposed a decisive race on institutions to achieve better quality when providing services. There is no doubt that digital transformations will work to develop innovative solutions that contribute to unprecedented development, change, and transformations in all fields. It enhances research and development activities to improve the performance of government and private institutions, leads to the use of new administrative and institutional technical patterns, stimulates economic growth, and generates new job opportunities that contribute to reducing poverty and developing plans and programs that aim to shift towards an information society and work to achieve the goals of digital transformation.

Nawal Ali and Nabhan Al-Harasi (2020) explain that digital transformation is not limited to digitizing data or automating services from old systems to an information and communications technology (ICT) environment. Digital transformation is an investment in thought and a change in behavior to bring about a radical shift in the way of work, by taking advantage of the great technological development that has occurred to serve beneficiaries faster and better. Digital transformation requires stimulating innovation and changes in government regulatory policies and procedures. Public institutions are the tools governments use to achieve many goals at the national and local levels, most notably the public interest and benefit of society, by adopting effective communication systems and exploiting digital transformations to complement traditional means of using the Internet. This transformation may not include all public institutions, as we find the use of digitization mechanisms at the level of managing public institutions varying from one institution to another, and some may still rely on traditional methods in performing public job duties. This means that institutions are strategically digitally transformed to include several areas of life, including digital education, digital commerce, smart cities, smart transportation, and digital health. The concept of work performance within sports institutions is one of the most common and widely used concepts, as it has received wide attention from researchers and thinkers. Based on the study of this concept and based on advanced concepts, advanced administrative methods, and modern technology systems, the concept of work performance has become linked to the latest and new administrative methods and modern technology systems.

Digital transformation is the change associated with the application of digital technology in all social aspects and has become a necessity due to the rapid development in the use of information technology, to achieve the transition from paperwork to digital government.

Therefore, digital transformation has become necessary for all sports institutions and bodies, including youth and sports directorates, which seek to develop and improve their services and facilitate access to beneficiaries. Digital transformation does not only mean employing technology within the institution; rather, it is a comprehensive program concerned with how to provide services to the target audience, affecting the entire institution, and its method and style of work, to make services easier and faster.

Matt, et al., (2015) state that the dimensions of the Egyptian state's strategy towards digital transformation have recently emerged, as Egyptian companies in all sectors have taken a set of measures; To explore and benefit from new digital technologies, which is one of the basic factors in the strategic design of digital transformation, which is pivotal to the integration of full alignment, setting goals and implementing digital transformations within the institution with a set of strategic dimensions of digital transformation.

There is no doubt that digital transformation projects in sports institutions have led to the production of a large group of systems and databases that are characterized by independent technical structures. However, the biggest challenge facing the progress of digital governments, especially within sports institutions, including

youth and sports directorates, is how to find integration and interconnection between information technology systems that are isolated from each other, especially since strategic goals cannot be achieved unless these systems are linked and integrated horizontally and vertically.

Many practices have emerged to find quick solutions through digital development, but these practices have confirmed that inter-integration is still a very complex and difficult matter and cannot be applied immediately considering the scattered structures of systems, and the resistance to change in many institutions to openness and interconnection.

Through the researcher's work on a survey of many reference studies and research related to the research topic in various scientific sources, no one has addressed conducting a study that discusses the role of digital transformation in developing and advancing strategic management in some youth and sports directorates in light of the vision of the Arab Republic of Egypt 2030, as explained by the study of Amal Ali (2021), Muhammad Abdul Rahman (2021), Lubna Fafi (2021), Mahdi Omar (2022), Muhammad Ali (2023), Tijan, (2021), Ghosha, et al., (2021), Alnuaimi, Bader, et al., (2022). Which dealt with digital transformation and its impact on human resources management strategies and the continuity of work within various organizations and institutions and obstacles to implementing digital transformation in various administrative institutions. This indicates the importance of studying and applying the requirements of digital transformation in youth and sports directorates and studying the possibility of benefiting from Egypt's 2030 strategy and vision. There is also a need to provide a clear objective framework that includes work methods and strategic management within the youth and sports directorates by developing the performance of directorate employees at the level of departments within each directorate.

According to Egypt's Vision 2030, on economic growth and enhancing digital transformation services for government services. Sports institutions provide their clients with digital media, and digital transformation helps overcome the problems that still exist for workers in sports institutions, including youth and sports directorates, as digitization affects the degree of digital inclusion and integration, in addition to many benefits such as reducing the financial costs of sports institutions, providing fast and stable administrative services using successful strategic management, improving the gross domestic product and supporting the digital industry in the name of goals as well, technological innovation, and establishing the Egypt Digital Corridor; to ensure optimal exploitation of Egypt's geographical location to become an important global center for communication and information technology services.

Fatima Zahra Farhat (2020) explains that considering technical changes and technological developments, information has taken the lead, and research areas have expanded to more advanced mechanisms and the most advanced technology in several stages known as digital transformations. So, we find ourselves in a virtual world integrated with the real world, as the use of the Internet, digital applications, and various means connected to digital in various aspects has led to the transformation of traditional dealings with information into digital dealings. Therefore, sports institutions in the world are today moving towards purely digital worlds, in which there are enormous communication capabilities, to activate and improve communication processes between their parties, whether they are natural or legal people, including moral categories represented by: bodies, organizations, institutions, and other sports organizational structures. Bruce, (2020) states that they were not prepared for this sudden transformation, and the decision to transform entire institutions into online spaces remains a major challenge; because at this moment in time, the state's vital information is more vulnerable to digital hacking than ever before. This can be seen in the 2018 Global Cybersecurity Index ranking, where Egypt ranked 25th.

David and Nora (2020) see the challenges of implementing digital transformation in the Egyptian state as:

- Egypt was greatly affected by COVID-19, but its experience with it and the government's response to it are what put Egypt in a relatively better position than other countries prepared for this crisis.

- This means that Egypt has food reserves, medical equipment, and necessary opinion tools to deal with the pandemic. In other words, Egypt was dealing flexibly and unambiguously with COVID-19 considering the disruption of international trade.
- It also has a strong digital infrastructure. Most countries have been forced to redirect resources to invest in vital sectors such as health services, epidemic forecasting, cybersecurity, and other sectors.
- The research aims to identify the role of digital transformation in the development and advancement of strategic management in some youth and sports directorates considering the vision of the Arab Republic of Egypt 2030 by knowing:
- The current level of digital transformation within some youth and sports directorates.
- The expected impact of digital transformation on the process of developing and growing strategic management in some youth and sports directorates.
- The readiness of employees and administrators to accept and adopt digital transformation in some youth and sports directorates.
- The needs and directions to improve digital transformation and implement it successfully in some youth and sports directorates.
- How to measure and evaluate the success of digital transformation and its impact on management in some youth and sports directorates.

Research questions:

- What is the current level of digital transformation within some youth and sports directorates?
- What is the expected impact of digital transformation on the process of developing and growing strategic management in some youth and sports directorates?
- What is the readiness of employees and administrators to accept and adopt digital transformation in some youth and sports directorates?
- What are the needs and directions to improve digital transformation and implement it successfully in some youth and sports directorates?
- How is the success of digital transformation and its impact on management measured and evaluated in some youth and sports directorates?

Research community and sample:

The research community includes the youth and sports directorates affiliated with the Ministry of Youth and Sports in the Arab Republic of Egypt, numbering (27) youth and sports directorates in the governorates across the republic, numbering (27) governorates.

The research community consists of the first undersecretary of the ministry and the directors of departments in the directorate. The research sample was selected randomly from the youth and sports directorates affiliated with the Ministry of Youth and Sports in the Arab Republic of Egypt in the governorates across the republic.

The total research sample was selected randomly from the youth and sports directorates, numbering (9), which are:

- Youth and Sports Directorate in Alexandria Governorate.
- Youth and Sports Directorate in Assiut Governorate.
- Youth and Sports Directorate in Fayoum Governorate.
- Youth and Sports Directorate in Ismailia Governorate.
- Youth and Sports Directorate in Minya Governorate.
- Youth and Sports Directorate in North Sinai Governorate.
- Youth and Sports Directorate in Port Said Governorate.
- Youth and Sports Directorate in South Sinai Governorate.
- Youth and Sports Directorate in Suez Governorate.

The total research sample amounted to (147) individuals, representing (100%), divided into the basic research sample, which amounted to (105) individuals, representing (71.4%), and the exploratory research sample, which amounted to (42) individuals, representing (28.6%).

Data collection tools:

Table 1. show the axis and number of phrases.

	Axis	phrase
1	The current level of digital transformation within the Youth and Sports Directorate.	20
2	Expected impact of digital transformation on the process of developing and growing strategic management in the Youth and Sports Directorate.	20
3	Readiness of employees and administrators to accept and adopt digital transformation in the Youth and Sports Directorate.	20
4	Needs and guidelines for improving digital transformation and its successful implementation in the Youth and Sports Directorate.	15
5	How to measure and evaluate the success of digital transformation and its impact on management in the Youth and Sports Directorate.	20

Statistical treatments:

The researcher used the following statistical treatments:

- Frequency. • Percentage.
- Arithmetic mean. • Standard deviation.
- Correlation coefficient. • Weighting.
- Relative importance.

The researcher adopted a significance level of (0.05).

Results.

Table 2. Mean, standard deviation, and percentages of sample's opinions on the Curriculum content axis Phrases

Phrases	ALWAYS		Often		RARELY		Weighting	Relative importance	Arrangement
	REP.	%	REP.	%	REP.	%			
1	61	58,10	42	40,00	2	1,90	269	85,40	8
2	65	61,90	38	36,19	2	1,90	273	86,67	5
3	77	73,33	26	24,76	2	1,90	285	90,48	2
4	61	58,10	40	38,10	4	3,81	267	84,76	9
5	35	33,33	64	60,95	6	5,71	239	75,87	20
6	51	48,57	52	49,52	2	1,90	259	82,22	14
7	67	63,81	34	32,38	4	3,81	273	86,67	5
8	86	81,90	19	18,10	0	0,00	296	93,97	1
9	58	55,24	45	42,86	2	1,90	266	84,44	11
10	50	47,62	48	45,71	7	6,67	253	80,32	16
11	67	63,81	34	32,38	4	3,81	3,81	86,67	5
12	60	57,14	39	37,14	6	5,71	5,71	83,81	12
13	51	48,57	50	47,62	4	3,81	3,81	81,59	15
14	45	42,86	54	51,43	6	5,71	5,71	79,05	17
15	50	47,62	41	39,05	0	0	0	78,10	18
16	72	68,57	33	31,43	0	0,00	0,00	89,52	4
17	50	47,62	35	33,33	20	19,05	19,05	76,19	19
18	50	47,62	41	39,05	14	13,33	13,33	78,10	18
19	65	61,90	32	30,48	8	7,62	7,62	84,76	9
20	63	60,00	33	31,43	9	8,57	8,57	83,81	12

It is clear from Table No. (2) that Phrase No. (8) which is (Is the necessary digital infrastructure and communications available within the Youth and Sports Directorate?) came in rank (1) with a relative importance of (93.97) and a weighting weight of (296). Phrase No. (5) which is (Are there digital applications

used in administrative processes in the Youth and Sports Directorate?) came in rank (20) with a relative importance of (75.87) and a weighting weight of (293).

Table 3. Mean, standard deviation, and percentages of sample's opinions on the Teaching methods axis Phrases

Phrases	ALWAYS		Often		RARELY		Weighting	Relative importance	Arrangement
	REP.	%	REP.	%	REP.	%			
1	72	68,57	25	23,81	8	7,62	274	86,98	2
2	76	72,38	21	20,00	8	7,62	278	88,25	1
3	46	43,81	46	43,81	13	12,38	243	77,14	5
4	45	42,86	48	45,71	12	11,43	243	77,14	5
5	44	41,90	33	31,43	28	26,67	226	71,75	8
6	65	61,90	38	36,19	2	1,90	273	86,67	3
7	49	46,67	48	45,71	8	7,62	251	79,68	4
8	20	19,05	10	9,52	75	71,43	155	49,21	9
9	47	44,76	36	34,29	22	20,95	235	74,60	7
10	68	64,76	30	28,57	7	6,67	271	86,03	4
11	52	49,52	40	38,10	13	12,38	249	79,05	16
12	50	47,62	52	49,52	3	2,86	257	81,59	12
13	56	53,33	41	39,05	8	7,62	258	81,90	11
14	74	70,48	27	25,71	4	3,81	280	88,89	1
15	38	36,19	56	53,33	11	10,48	237	75,24	22
16	41	39,05	54	51,43	10	9,52	241	76,51	21
17	67	63,81	31	29,52	7	6,67	270	85,71	3
18	55	52,38	42	40,00	8	7,62	257	81,59	15
19	62	59,05	39	37,14	4	3,81	268	85,08	7
20	49	46,67	56	53,33	0	0,00	259	82,22	13

It is clear from Table Rarely. (3) that Phrase No. (14) which is (Do you think that digital transformation will lead to a change in the functional structure or a modification in internal policies and procedures to achieve new strategic goals in the Youth and Sports Directorate?) came in rank (1) with a relative importance of (88.89) and a weighted weight of (280). Phrase No. (15) which is (Can digital transformation contribute to developing leadership and management skills among employees in the Youth and Sports Directorate?) came in rank (22) with a relative importance of (75.24) and a weighted weight of (23.7).

Table 4. Mean, standard deviation and percentages of sample's opinions on the Devices and tools axis Phrases

Phrases	ALWAYS		Often		RARELY		Weighting	Relative importance	Arrangement
	REP.	%	REP.	%	REP.	%			
1	50	47,62	45	42,86	10	9,52	250	79,37	4
2	34	32,38	43	40,95	28	26,67	216	68,57	15
3	28	26,67	69	65,71	8	7,62	230	73,02	12
4	31	29,52	50	47,62	24	22,86	217	68,89	14
5	48	45,71	37	35,24	20	19,05	238	75,56	8
6	25	23,81	29	27,62	51	48,57	184	58,41	16

7	55	52,3 8	32	30,4 8	18	17,1 4	247	78,41	5
8	37	35,2 4	53	50,4 8	15	14,2 9	232	73,65	10
9	36	34,2 9	48	45,7 1	21	20,0 0	225	71,43	13
10	53	50,4 8	34	32,3 8	18	17,1 4	245	77,78	6
11	42	40,0 0	42	40,0 0	21	20,0 0	231	73,33	11
12	60	57,1 4	39	37,1 4	6	5,71	264	83,81	1
13	57	54,2 9	40	38,1 0	8	7,62	259	82,22	2
14	55	52,3 8	26	24,7 6	24	22,8 6	241	76,51	7
15	49	46,6 7	32	30,4 8	24	22,8 6	235	74,60	9
16	60	57,1 4	27	25,7 1	18	17,1 4	252	80,00	3
17	52	49,5 2	35	33,3 3	18	17,1 4	244	77,46	20
18	57	54,2 9	44	41,9 0	4	3,81	263	83,49	10
19	51	48,5 7	39	37,1 4	15	14,2 9	246	78,10	18

It is clear from Table No. (4) that the Phrase No. (12) which is (Do you feel that the management supports you sufficiently to adopt the digital transformation?) came in rank (1) with a relative importance of (83.81) and a weighted weight of (264). Phrase No. (17) which is (The Youth and Sports Directorate emphasizes the importance of employee participation in achieving the success of the digital transformation process in the Youth and Sports Directorate?) came in rank (20) with a relative importance of (77.46) and a weighted weight of (244).

Table 5. Mean, standard deviation and percentages of sample's opinions on the educational means used axis Phrases

Phrases	ALWAYS		Often		RARELY		Weighting	Relative importance	Arrangement
	REP.	%	REP.	%	REP.	%			
1	64	60,95	35	33,33	6	5,71	268	85,08	4
2	26	24,76	60	57,14	19	18,10	217	68,89	15
3	30	28,57	59	56,19	16	15,24	224	71,11	14
4	53	50,48	41	39,05	11	10,48	252	80,00	5
5	62	59,05	36	34,29	7	6,67	265	84,13	9
6	53	50,48	30	28,57	22	20,95	241	76,51	12
7	43	40,95	41	39,05	21	20,00	232	73,65	7
8	59	56,19	37	35,24	9	8,57	260	82,54	10
9	78	74,29	24	22,86	3	2,86	285	90,48	1
10	45	42,86	51	48,57	9	8,57	246	78,10	6
11	72	68,57	19	18,10	14	13,33	268	85,08	3
12	59	56,19	46	43,81	0	0,00	269	85,40	2
13	62	59,05	37	35,24	6	5,71	266	84,44	8
14	62	59,05	25	23,81	18	17,14	254	80,63	13

15	40	38,10	52	49,52	13	12,38	237	75,24	11
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It is clear from Table No. (5) that the Phrase No. (9) which is (Are there any directives or suggestions that you consider important to successfully integrate digital transformation in the Youth and Sports Directorate?) came in rank (1) with a relative importance of (90.48) and a weighted weight of (285). Phrase No. (2) which is (Are there specific directives or strategies from the government to enhance digital transformation in these areas in the Youth and Sports Directorate?) came in rank (15) with a relative importance of (68.89) and a weighted weight of (217).

Table 6. Mean, standard deviation and percentages of sample's opinions on the Capabilities and facilities axis Phrases

Phrase s	ALWAYS		Often		RARELY		Weightin g	Relative importan ce	Arrangement
	REP.	%	REP.	%	REP.	%			
1	49	46,67	56	53,33	0	0,00	259	82,22	13
2	55	52,38	48	45,71	2	1,90	263	83,49	10
3	52	49,52	39	37,14	14	13,33	248	78,73	17
4	67	63,81	30	28,57	8	7,62	269	85,40	5
5	76	72,38	23	21,90	6	5,71	280	88,89	1
6	53	50,48	48	45,71	4	3,81	259	82,22	13
7	47	44,76	47	44,76	11	10,48	246	78,10	18
8	65	61,90	31	29,52	9	8,57	266	84,44	8
9	66	62,86	33	31,43	6	5,71	270	85,71	3
10	74	70,48	27	25,71	4	3,81	280	88,89	1
11	38	36,19	56	53,33	11	10,48	237	75,24	20
12	41	39,05	54	51,43	10	9,52	241	76,51	6
13	67	63,81	31	29,52	7	6,67	270	85,71	3
14	55	52,38	42	40,00	8	7,62	257	81,59	15
15	62	59,05	39	37,14	4	3,81	268	85,08	7
16	63	60,00	38	36,19	4	3,81	269	85,40	5
17	55	52,38	40	38,10	10	9,52	255	80,95	16
18	60	57,14	37	35,24	8	7,62	262	83,17	12
19	58	55,24	43	40,95	4	3,81	264	83,81	9
20	45	42,86	46	43,81	14	13,33	241	76,51	19

It is clear from Table No. (6) that Phrase No. (5) which is (Does the administration evaluate the impact of digital transformation on the quality of services provided by the Youth and Sports Directorate?) came in rank (1) with a relative importance of (88.89) and a weighted weight of (280). Phrase No. (11) which is (Have sufficient resources been allocated to achieve the goals of digital transformation in the Youth and Sports Directorate?) came in rank (20) with a relative importance of (75.24) and a weighted weight of (237).

Discussion.

The researcher attributes this to the fact that with the rapid progress in technology, digital transformation has become an inevitable necessity to improve the quality of services and enhance effectiveness in various sectors, including the field of youth and sports.

The Youth and Sports Directorate adopts a fundamental role in providing sports and recreational opportunities for youth and encouraging participation in sports and cultural activities.

The Youth and Sports Directorate faces many challenges in achieving its goals, including those related to the efficiency of information and service management. Developing digital transformation strategies is the solution to these challenges and achieving specific aspirations and goals.

As digital transformation is an opportunity and challenge, digital technologies provide great opportunities to improve the operations of institutions and organizations and provide better services to citizens. Digital

transformation can contribute to simplifying administrative procedures, improving communication with the public, and increasing the transparency of operations.

However, the Youth and Sports Directorate faces multiple challenges in the path of digital transformation, including a lack of technical capabilities, concerns about information security, and cultural and training challenges for the workforce.

Digital transformation strategies in the Youth and Sports Directorate require integrated efforts to modernize the technical infrastructure and develop human competencies. These strategies may include developing an integrated information management system, providing training and qualification for employees, and building partnerships with the private sector and civil society to support transformation processes.

Evaluation and monitoring processes are essential to measuring the impact of digital transformation and ensuring its success, as institutions and organizations must adopt a comprehensive approach to measuring performance and submitting periodic reports to evaluate the effectiveness of the strategies followed and identify areas that need improvement.

Digital transformation can contribute significantly to enhancing the ability of the institution and organization to achieve its goals and better serve the community, by improving the efficiency and effectiveness of providing services and enhancing interaction with the public.

The researcher explains that with the continuous development of technology, new challenges emerge that may face the Youth and Sports Directorate in the path of digital transformation. Among these challenges are those related to information security and maintaining data privacy, in addition to the need for periodic updating of technological infrastructure. The Directorate must prepare for these challenges and develop appropriate strategies to deal with them. This is consistent with the study of Lubna Sahar Fafi (2021), where the study indicates that digital transformation is considered the key to improving services and enhancing effectiveness, and the institution or organization must be prepared to invest in technology effectively and sustainably. By adopting sound digital transformation strategies and the commitment of employees and partners to implement them effectively, the organization or institution can successfully achieve its goals and provide innovative and distinguished services to the community.

The researcher indicates that digital transformation is not complete by simply applying new technologies, but rather requires continuous updating and periodic follow-up to ensure continued success, as the Youth and Sports Directorate must listen to the feedback of users and participants and benefit from it in improving the digital services provided.

The researcher explains the impact of digital transformation on society and youth by enhancing access to sports and cultural events and improving the quality of services provided. The digital transformation of the Youth and Sports Directorate can be a catalyst for promoting health and physical fitness for youth and enhancing social interaction and personal development.

The researcher adds that the Youth and Sports Directorate must search for new opportunities in the field of technology and explore its applications in improving services and expanding opportunities for youth. Among these opportunities, we can mention the use of virtual reality and augmented reality to enhance sports and cultural experiences, and the use of data analytics to better understand the needs of youth and guide policies and programs.

Considering that digital transformation is a driver of progress and development in various sectors, the Youth and Sports Directorate must be a pioneer in adopting new technologies and applying them creatively and effectively. With continuous work and commitment to innovation, the Directorate can successfully achieve its goals and be an effective element in promoting comprehensive development and community well-being.

It is important for the Youth and Sports Directorate to be in close contact with international and regional institutions and organizations concerned with youth development and sports promotion. This cooperation can contribute to the exchange of experiences and knowledge and provide technical and financial support to enhance digital transformation capabilities.

This is consistent with Mustafa Ali's study (2021), where the study results state that digital transformation is not limited to developing technologies and their applications, but also requires raising awareness and educating citizens about the importance of using technology safely and responsibly. Organizations and institutions can organize awareness campaigns and workshops on the safe use of the Internet and the protection of personal data.

The researcher explains that digital transformation strategies must be thoughtful and oriented towards sustainability, with a focus on achieving long-term results. The Youth and Sports Directorate should adopt an approach of continuous development and innovation and take advantage of new technologies and trends to improve services and meet the needs of youth and society. This is consistent with the study of Jhan & Tina (2021), which showed that good leadership plays a crucial role in the success of digital transformation processes. The Directorate should be able to motivate and inspire employees and partners to actively participate in the change process and embrace innovation. Leadership should adopt a strategic vision and be aware of the latest technological developments to ensure that digital transformation goals are successfully achieved.

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