

Importance of Corporate E-Mail Service for Educational Institutions

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Abstract: This study aims to examine the contributions of using corporate e-mail to educational institutions. The article is based on the benefits of corporate e-mail usage and management in all organizations and institutions and a detailed analysis of educational institutions has been provided. Moreover, the research is predicated on the projects offered by many important technology companies to educational institutions and offers solutions to the problems.

In addition, the use of corporate e-mail in human resources, accounting, personnel records and the relationship between the student and teacher were analyzed. According to this analysis, the use of corporate e-mail has shown that all educational institutions have significant positive contributions.

Keywords: Corporate Email, Education, Institution, Communication

1. What is Institutionalization?

Institutionalization is a process of building an infrastructure to enable an organization or business to maintain its effectiveness without being dependent/dependent on individuals or individuals. It is aimed to develop and sustain the institution/enterprise itself with institutionalization. Companies are the most common form of business organization and have many legal rights as a separate organization from their owners. The process of being a company called an organization gives the company a legal position apart from its owners and prevents them from being held personally responsible in cases where the company is responsible (a situation known as Limited Liability). Institutionalization is the process of creating consistency and uniformity throughout the institution regarding the implementation of the process. It helps to be followed by each group and individual in the organization at the same standards. Institutionalization helps streamline processes and practices in the organization.

There are many benefits to institutionalization. The benefits which will be given in the next section of this article, can be summarized as follows;

- shows that processes are followed consistently in the organization,
- shows that processes are designed in the way that the job is performed,
- shows the commitment of the organization and staff,
- improves and maintains corporate processes for a while.

Today, with the evolution of state and politics, there is a movement from person-centered structures to institutional managed structures. When a comprehensive study of the journey from the monarchy to the democratic age of today is carried out, it will be understood how accurate this argument is. In monarchies while people come to the fore, in democracy, institutions come to the fore. During the kingdom/Sultanate period, all institutions and organizations were generally bound to one person. Even though the institutions existed on their own in the first place, they could never perform their functions on their own. He always waited for the orders of kings and sultans. That is why the institutions were not very effective in people's lives at the time. With the disappearance of the monarchy, the development of institutions continued. Institutionalization comes to the fore as a phenomenon discussed even today. Especially in the last 20 years, it has become a topic of popular debate. While some experts see institutionalization as an exaggerated phenomenon, there are many experts who say that corporate culture has become even more important as the modern business environment continues to flourish.

2. What is the Purpose of Institutionalization?

The most important aim of becoming a corporate company is that without dependent on people (boss, personnel, manager, Manager, etc.) institutions should be able to carry out their activities and activities.

2.1. What are the Benefits of Institutionalization?

An enterprise needs a strong corporate identity to make its activities more effective and reach its target audience more reliably. What benefits does institutionalization provide to companies and institutions?

Identity: The institutionalization phenomenon first contributes to the identity and values of the company or organization. For example, if institutions/companies give priority to achieving their goals, the rates of individual employees will increase as well. This is a good way to determine the direction of employees and achieve their goals, which makes the company even more valuable.

Keeping: With a strong corporate identity, the company attracts more staff and, more importantly, protects them. When people feel that they belong to an organization, they perform more in the long run. This gives you the opportunity to get a higher turnover. Furthermore, the team spirit increases when the personnel are connected to the institution.

Impression: Corporate identity also contributes to your brand identity. Corporate companies, who treat their employees well and have a fun atmosphere, attract the attention of the customers more. As a result, it is important to understand the importance of customer loyalty.

Cost Saving: Institutionalization can help institutions/companies in resource utilization. This allows you to save on costs. To illustrate, a corporate company does not need to advertise as much as other companies to promote itself because customers have already formed a loyalty.

Corporate identity, regardless of its size and sector, contains many advantages if applicable to any business. In summary, it will be possible to explain these benefits as follows:

- better brand recognition
- positive business reputation
- increased sales and customer loyalty

- personnel cost savings
- better financial performance
- ability to attract
- protecting existing and successful employees
- organizational growth
- easier access to capital
- responsible business reputation

Corporate identity is considered to be one of the most important tools for gaining reputation as a responsible business. Today, companies often attach great importance to institutionalization because customers rely more on these types of organizations. And their loyalty increases day by day. Corporate identity also provides companies with the following benefits;

Access Finance: Investors are more likely to invest in a company with a corporate identity and then continue to work with that company.

Attracts Media Attention: Corporate firms are always interested in the media. Companies, especially those who focus on social responsibility studies, always find themselves an important place in the media.

Reduces the Aorkload: Good relations with local authorities make the job easier.

New Business Opportunities Arise: With corporate identity, companies develop more, and this gives them the opportunity to enter new markets. As an example, the development of new products or services is much easier for these companies.

3. How does a Company Become an Institution?

A company needs to follow some steps in order to be institutionalized. These steps can be described as follows;

Job and Task Definition

All job descriptions and duties of the employees in the institution must be clearly stated. In other words, personnel should not experience any confusion about the definition of Duty. In this way, performance will increase, and this will positively affect the company's profit margin.

Internal Regulations

The regulations within the organization must be clearly defined.

Workflow Follow-up

All units (marketing, accounting, production, personnel etc.) in the institution/organization, workflow must be determined. Workflows must be documented and even archived.

Plan / Mission / Vision

The basic principles of the institution must be determined. These principles are the most important building blocks of institutionalization. Without the strategic plan, vision and mission, there is no institutionalization.

Responsibility and Authority

Responsibilities and authorities belonging to the organization should be determined. These responsibilities and authorities must be given to those who are competent in their work and who can handle it.

4. What is e-mail Service?

E-mail, that is, electronic mail, is an application that allows the sending of messages prepared by computers via telecommunications technology to each other by people. E-mail messages are usually encoded in ASCII text. Moreover, graphic images and audio files can also be sent via e-mail. E-mail is one of the most important applications of Internet technology and has developed since the early times of the internet. Today, a large percentage of total Internet traffic belongs to the use of e-mail. E-mail allows individuals and institutions to communicate with each other through electronic media. It is a fast and easy-to-use e-mail program that will allow you to send and receive e-mail messages without any user intervention.

5. What are the Benefits of Using E-Mail?

With the introduction of technology at every point of our lives, the use of e-mail has become widespread. Today, it is preferred to communicate by e-mail, rather than by telephone, both individually and institutionally. The most important reason for this is that it is a fast and safe communication tool. What are the advantages of using e-mail?

- E-mails are delivered much faster than traditional mail.
- E-mails can be sent 24 hours a day, 7 days a week. There is no time limit.
- E-mail messages can be sent and received from anywhere in the world with Internet connection. That's why it's a global practice.
- E-mail uses cheap – broadband. Each mail sent is sent free of charge.
- E-mails can be sent to one or more people at the same time.

6. What is Corporate E-Mail?

Corporate e-mail is a service specially designed for organizations to control e-mail traffic. Corporate e-mail services are usually run on cloud computing located in the current geography. Corporate e-mail addresses are created with the domain name extension of the corporate website of the company itself. For instance, let's assume that there is a website named sizinkurumunuz.com. The owner of the website opens an e-mail address like name@yourcompanyname.com. This is a very important issue for the introduction of the company. Corporate E-mail is a virtual communication system that changes the way companies do business. E-mail accelerates information exchange, removes global barriers, lower

communications costs, and provides business people the flexibility to access their messages from anywhere in the world. For this reason, companies take advantage of many advantages of e-mail.

7. What are the Advantages of Corporate E-Mail?

The use of corporate e-mail also brings many advantages for organizations. It will be possible to explain these advantages as follows:

Ease of Communication

E-mail, especially in recent years, has reached a high popularity among institutions and organizations because of its ease. Thanks to this system, messages are moved quickly, and many information can be shared in addition to e-mail. For instance, the invoice file that an institution should send to another institution can be sent quickly and inexpensively via e-mail.

Low Costs

Small budgets are usually what small business needs. Businesses can save on their costs using low-cost or free web email services. Many documents sent by mail at regular postal rates can be sent free of charge by e-mail. On the other hand, changing a bid and responding quickly to customer needs makes the difference between a sale made and a lost sale.

More Accessibility

E-mail eliminates time and global barriers. The owners/staff of institutions or organizations can send and receive information at any time of day or night when using e-mail. Since e-mail services are internet-based, they can be accessed anywhere.

Marketing

Marketing is one of the major uses of e-mail. A well-managed e-mail marketing campaign is effective and cheap. Any business can create e-newsletters with content that attracts the attention of its customer or target audience via e-mail. All of this is handled without printing and mailing costs related to physical newsletters and mailings.

Cooperation

It can be sent to more than one person or group for use as an e-mail, collaboration or training tool. This may happen in a survey form or in a request for feedback from customers. It can also be used together with business partners to prepare business proposals and inform employees about new procedures or projects. Furthermore, all information and document flow between individuals or institutions can be recorded.

8. Why Should Organizations Use Corporate E-Mail?

Corporate e-mail services are usually provided by professional companies. For this reason, these services are very reliable and enable organizations to fight against information leakage. Why should corporations use corporate e-mail?

Spam Protection

Spam protection filters are available through corporate mail. Spam mails are eliminated instantly through this filter, saving organizations time.

Virus Protection

Corporate e-mail protection against viruses that threaten computers or even the entire internal network. Virus-containing e-mails are eliminated instantly through filters.

Use of IP

Another important feature of corporate mail is that it is possible to use private IPS. In this way, there is no doubt about the foreign users on the same server, so information and documents are always safe.

Technical Support

Companies providing corporate mail service also provide technical support 24 hours 7 days a week. In this way, it is solved quickly when any problem is encountered.

9. Educational Institutions and Corporate E-Mail Service

Educational institutions are serious organizations and they must use e-mail service with reliable infrastructure because both in-house information and documents and student/personnel personal information should be kept in a good way. In addition, in-house communication and communication with students is made faster and more reliable through e-mail services. Using corporate e-mail service in educational institutions is very important in terms of efficiency of corporate employees, prevention of time loss, prevention of unwanted e-mail, redundant infrastructure and continuity of work.

In addition to all this, the main issue we need to address is the fact that corporate e-mail addresses used for educational purposes and other applications connected to these addresses are offered free of charge. Many companies that attach importance to education aim to support institutions by carrying out serious studies on this subject. On the other hand, many other services operated by technology giants such as Yahoo and Google with Mail Service directly affect educational institutions in a positive way. Yahoo provides these services to everyone free of charge. If Google is proven to be an educational institution, Google Education applications in G-suite are offered to organizations free of charge and unrestricted. This is considered a very important step for education. In this article, we will inform you about corporate e-mail and corporate e-mail side-by-side services for educational institutions and we will do this information through the Google sample.

G-Suite

Google g-suite is a cloud-based service that offers video conferences, real-time studies, and collaborative services that can benefit from chat and e-mail as well as educational institutions. In this service, there are many packages that educational institutions will benefit from. Google uses the following sentence for education. "We believe that every student and every educator in every class deserves the tools and skills

to succeed in building the future they want for themselves. Therefore, we commit to making effective investments that will help support students, partner with educators, produce products, and broaden access to technology and education.”

Google for Education

After receiving a corporate e-mail extension, educational institutions can take advantage of Google G-mail services by directing them. The most important of these services is Google for Education. This free package, which should be used by every educational institution aiming to carry out a common work in schools and classrooms, saves time. This application allows you to create a real-time file in class and share it with everyone to edit it at the same time. Automatically collected on a Cloud Network, this document is easily accessible to anyone in the classroom. Google for education is divided into three separate services by Google. These are as follows:

Free Productivity Tools

These are the services that are often used by educational institutions. G-Mail, Google Docs, Classroom and Slides are included in this service. These services enable teachers and students to stay in touch with each other and carry out joint projects together.

Class Content

The class content service offered by Google for Education provides access to the applications and books approved by the teachers in the educational institution.

Devices

Another important feature of Google for education is the ability to buy a computer/tablet with affordable and easy payment methods for teachers and students. In this article, we will examine the “Productivity Tools” that Google provides to educational institutions in an unlimited and free manner. Google for Education's productivity tools services include the following applications:

Classroom

With the slogan “With less paper use, more education” Google Classroom provides teachers and students to work together with more education and instruction. This application enables everyone to communicate more easily with each other in the classroom and can also keep track of the progress of the lessons. Google classroom also carries out the task control mechanism within the classroom. It also makes it much easier for teachers to prepare lessons, distribute homework and send feedback. Moreover, in this way, there is no waste of paper. On the other hand, students have the opportunity to access all information and documents about class and course through a single center. This is one of the cases that significantly increases participation in the lessons. Students can ask questions to their teachers instantly through this application, as well as opening a discussion that enables other students to participate. It is also possible to share homework through Google classroom.

Google Docs

Google Docs allows you to create text documents directly through the browser. Multiple people can work on these documents at the same time. In educational institutions, colleagues or individuals in the classroom can collaborate on a single file. This is considered to be one of the important tools to increase productivity in educational institutions.

Google Slides

Google slides is an important Google service that enables online creation of frequently used slides during a course in educational institutions. With this application, people, no matter where they are, can create presentations and collaborate on these slides. Teachers and students frequently apply the slide method to reinforce narration during the course. That's where Google Slides comes to help. Every educational institution must benefit from this free service.

Google Groups

Google Groups is a group and e-mail list service offered to all users by Google free of charge. Through this application, educational institutions can form a group for any Department they wish and send e-mail to these groups in a collective manner. Furthermore, Google Groups for the class can be created to make the courses more effective.

10. How does Google Services Contribute to Education?

Google services make significant contributions to educational institutions. It will be possible to list them as follows;

- first-class information gateway opens to students
- it does not damage the educational institution's budget because it is free
- unlimited usage area
- joint movement awareness is being placed
- productivity is growing
- produces many new ideas for both educators and students
- makes learning more fun
- supports teachers
- becomes first step to create future abilities
- strives to reduce opportunity equality, which is a global problem in education
- technology becomes an important component of Education
- provides fast and healthy communication
- ads are disabled in all accounts with “edu” extensions. This opens the door to a comfortable internet usage for both students and teachers.

11. Free and Quality Application Model

Google's G-suite Service offers unlimited and free use to all educational institutions when it comes to education. This basic package is offered free of charge to all educational institutions, including student accounts to be added later. In other words, future address additions are not charged in any way. This allows educational institutions to use their budgets in other projects. G Suite for training institutions offer the following areas of use:

- Unlimited storage space for each user. However, if the organization has 4 or fewer users, each user has 1 TB of storage space.
- Free use
- Use of free Google Apps safe
- 100 GB of Google Sites usage capacity.

Google expects organizations who want to take advantage of G Suite for education to meet the following criteria;

- It must be accredited by an establishment who are accredited
- Without profit making purpose
- Be an Elementary and secondary education institution or an institution of higher education institution

12. Why Should G-suite be Used for Training?

There are many advantages to using G Suite for training. If we talk about these advantages, we will be able to make a sort like this:

Simple Setup

G suite is a cloud-based tool, so it's easy to install and use. Both students and teachers can easily learn how to install the G suite.

A Versatile Application

With G Suite, you will be able to carry out your work from anywhere you have Internet and Computers. The G suite has a versatile usage area and supports common work environments, brainstorming can be done, and children can talk about their creativity. G-suite also allows teachers to prove themselves.

Effective Application

Through the G suite, an effective and immediate communication can be established between teachers and students. Teachers can provide immediate feedback to the students who want their performance to improve at any time and can also follow the progress processes of all their students.

Free (Economic) Tools

G Suite applications that will be used for educational purposes provide schools with a free and unlimited set of tools. In addition to this free use, Google also offers 24/7 technical support to educational institutions. Moreover, security-related features are offered to educational institutions free of charge. Even in the most remote locations today, all educational institutions from around the world take advantage of G Suite's opportunities to create a common workplace and encourage all students to take a creative stance.

13. How to Install G Suite?

G suite installation can be done quickly and easily by everyone. Once the G suite account is opened, you will be able to log in to the Google Admin Console and access the Setup Wizard. After entering the wizard, follow these steps:

1. Step: log on to the Administrator Console
2. Step: Click on "Settings" in the upper corner and select "Setup" tab.
3. Step: Then the domain name must be verified. Educational institutions who want to use g Suite with a domain name should not skip this step.
4. Step: Later, you will need to create user accounts.
5. Step: After all users have been added / moved, G-mail accounts are enabled, and adjustments must be made for applications such as Google Calendar, drive, and Google Sites.
6. Step one: The wizard will ask you some questions during the installation. These questions are optional processes.

Setting up Google g suite Service is simple. Generally, if the number of users is below 50, the installation process is done in 1 hour.

14. Conclusion

Education institutions have become more serious organizations today. Especially with the development of technology, schools started to produce projects by focusing on this direction. Education institutions need to pay attention to institutionalization in order to become healthier places. In addition to in-house communication, it is important to establish a healthy communication with students. The relationship between teachers and managers with students within the educational institutions is a determining factor in the careers of those students in the future. Therefore, it is important to establish a healthy communication with students using corporate technologies.

Today, corporate e-mail services, which offer us many opportunities, play an important role in these relationships. Therefore, corporate e-mail services are required in every corporate company, as well as in every educational institution. In this way, the dialogue between teachers and students will be formed on a solid basis and the future of the students will shine at a better point.

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