

# Role of Information Technology in Management and Business

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## ARTICLE DETAILS

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## ABSTRACT

Information technology has justified its importance in present business. IT has created the demand in all the areas of management such as marketing operations, finance, resource management, office management and decision making approach. The IT manager has certain responsibilities and roles to play while dealing with IT system. This paper discusses the roles and responsibilities of IT professionals in managing the business. It also identifies the areas of management where IT has significant impact over the productivity, efficiency and effectiveness and other key result areas of organization and management. Information technology has vital role in present scenario because of the globalization since it is an era of prompt communication and information. The advanced technology is required to pass on and flow the information in right direction and in prompt time, so that it could be used for the benefits of the business, industry, society and nation as a whole.

## 1. Introduction

IT management is the process of overseeing all matters related to information technology management and operations within and organization. IT management ensures that all the technology resources and associated employees are utilized properly and in a manner that provides value for the organization. Effective information technology management enables an organization to optimize resources and staffing. Improves business processes and communication enforce best practices.

Innovation is the great way to success in this digital age. The path of innovation in business means doing something different, smarter or better that will make a positive difference in terms of value, quality or productivity by using emerging or proved technologies of the world. The technology which has already proved itself in last two decades is of course the information technology (IT). It has dramatically changed the lives of the individuals and organisations. Currently online shopping, digital marketing, social networking, digital communication and cloud computing etc. are the best examples of change which came through the wave of information technology. Now accurate business planning, effective marketing, global sales, systematic management, real time monitoring, instant customer support and long term business growth cannot be achieved at the optimum level without IT.

## 2. Objectives of the study

1. To understand the concept of information technology in management.
2. To know the importance of information technology in management.
3. To identify the roles and responsibility of IT manager.

## 3. Research Methodology

- The present study is exploratory and descriptive in nature.
- The data is collected through secondary sources of information

- The research is conducted to identify information technology manager's roles & responsibility and importance of information technology management in business.
- The sampling method followed is convenience and purposive sampling.

## 4. The importance of IT in Business

The success of every business depends on certain factors. Some of which are accurate analysis, choosing the right technology and the future vision. Research from the last two decade has proved that those organisations that do invest in technology and choose the path of innovation increase their market share, financial figures and overall competitiveness. Information technology is the only technology which provides you the opportunity to analyse specific data and plan your business journey accordingly. It also provides you many tools which can solve complex problems and plan the scalability (future growth) of your business. In the modern age, it is proved that digital marketing is a great tool which let you promote your products or services to the global market while sitting in the comfort of your remote office or home. And thanks to the cloud computing and modern communication which enable you to form a global organisation, manage and monitor its virtual offices all over the world. Here the researcher is going to describe the importance of Information Technology in the various areas of management and business where the information technology has justified its significance and importance.

### Decision Making

Speed and accuracy are at the heart of making right decision for your business. Every successful organisation has to go through a comprehensive market research process which enables management to make the right decision. Market research can be done in many ways through online surveys, forums, blogs, group discussions using World Wide Web and of course through in-person interviews as well. Currently Big data, Google Analytics and Microsoft CRM Dynamics are also great tools to extract useful information which can impact on

decision making. These online tools not only provide real time responses from the potential audience but also ensure the accuracy of data by minimising the risk of human errors.

### **Marketing**

The heart of the business success lies in its marketing which enables the management to identify its target audience first and then observe their trends and needs. The overall marketing covers public relation, advertising, promotion and sales which subsequently impact on business growth. Many types of marketing can help you reach your potential customers. But I will briefly explain digital marketing here which was the dream in the past without Internet technology. Digital Marketing is a modern phenomenon which let you promote your products or services all over the world. It is a broad term which includes many concepts like search engine optimisation (SEO), pay per click (PPC), blogging, discussion forum, email shot, SMS, MMS, social media marketing and Smartphone app advertisement etc. Currently web market is booming at a very fast pace because most of the entrepreneurs have understood that the long term success in business is not possible without digital presence on the internet. Millions of new websites are being added on the internet every year.

### **Finance**

Finance is the life blood of an organization and in present scenario the banking institutions and financial institutions are highly dependent on information technology. New software new practices has been introduces and particularly after implementation of on line banking on line transactions the information technology has already created the demand in the financial sector. Most of the organisations have there Management Information System where they have separate financial information system to support their MIS. Information technology has created a big sector like Share Market and trading which is entirely dependent on IT. The users and the clients cannot transact without the support of IT technology.

### **E-Banking, E-commerce**

Indian economy is very frequently changing its taste and preferences, now we are in the move from the developing country to the developed country and in this direction the government has taken many initiatives in all the areas where we can have maximum opportunity to become a global competitor. Now the maximum transactions related to banking and financial technology is conducted through e-banking services and we have e-commerce for the all the business and commercial activities and transactions.

### **Customer Support**

Higher level of customer satisfaction is the key to success which cannot be achieved without a real time customer support process. Business success depends on knowing its customers needs, trends, behaviours and satisfaction level. Effective communication is the best tool to understand the customer demands, problems and their solutions. Thanks to the Internet Technology that has enabled us to communicate with millions of potential or existing customer in the real time. IT provides many channels to communicate with the customer without going out in snow or rain. Some of these channels are email,

webinar, social media, member portals, online newsletters and text or multimedia messaging through the smart phone. Enterprise organisations normally use customer relationship management systems (CRM) to hold valuable data for understanding customer behaviours and future needs.

### **Resource Management**

Resource management plays a crucial role in business success. When it comes to medium or large organisation, it is very hard for the top management to manage all the resources manually. These resources may include tangible, financial or human resources etc. Information technology has played a vital role in automating such complex problems by introducing user friendly solutions. A decade ago, most of the resource management solutions were desktop based. Thanks to the internet and cloud technology which enables software engineers to introduce cloud based ERP (Enterprise Resource Planning) solutions. Now, the managers can manage or monitor their organisational resources virtually anywhere in the world by using their personal computer, laptops, tablets or Smartphone. This concept has introduced the idea of globalisation. Most of multinational companies (Microsoft, Google, Amazon, McDonalds etc) in the world use these cloud based solutions to manage their virtual or physical offices and staff worldwide.

### **Production /Operations Management**

In marketing mix , we have product, price , place and promotion. Amongst all the product is the most important one because from the very beginning of the procurement of the raw material up to the sales and satisfaction of the customer product is always on the priority. The information technology has made operations very smooth and efficient and effective for all the areas, from the selection of the plant location up to the plant layout the information technology adopted by an organization makes a significant difference in all the areas of operations.

### **Office management**

In day to day activities all the records and reports are prepared and stored by the office staff only. Office operations are now equally important as other management streams are. Office is the supporting unit or division of any organization that provide the all necessary informations and data to the top level executives or higher up for the decision making for the organization. In such operational office activities information technology is very helpful for maintain records and reports.

## **5. Role of IT in Management**

### **Managerial Role**

- Supervision and development of ideal IT system with staffing the IT team.
- Create an IT roadmap and action plan for future growth.
- Provide direction, consulting, approve, administration and monitor major projects, IT budgets, priorities, standards, procedures, and overall IT performance.
- Involve in testing integrity and performance of various information networks and software applications.

- Regular Periodic review and evaluate how current systems and applications are meeting the needs of the hospital and employees working. Coordinate with all head of the departments within hospital and take their inputs to improve the technology solutions, implementation and adoption.
- Regular review meetings with all the key stake holders to update on IT actions. Review the adequacy and allocation of IT resources in terms of funding, personnel, equipment, and service levels.
- Researching and installing new and improved system.
- Control the computer systems budgets and expenditure.

#### **Operational Role**

- IT Manager is responsible for managing the end-to-end IT operations of the hospitals.
- That include Plan, organize, direct, control and evaluate the operations of information systems and electronic processing.
- Provide network design, installation, monitoring, management, and troubleshooting for WAN and LANs including main locations and remote sites.
- Ensuring equipment interface setup and maintenance.
- Valuating user needs and system functionality and ensuring the facilities meet these needs i.e. Coordinate priorities between the IT department and user departments.
- Maintain current and accurate inventory of technology hardware, software and resources.
- IT manager's role includes E-business planning, particularly in terms of defining the Internet presence of a hospital with all latest informational updates and web support.
- IT manager's coordinates with system analysts, computer programmers, developers, support staff and assign priorities during in house software development process.
- IT manager identifies, communicates and implement new technologies to enhance the longterm operational and strategic goals .

#### **Training Role**

- Train staff about new and potential use of the system.
- Provide orientation to new users of implemented technology.

- Providing User Training on various business applications and application software.
- Provide individual training and support on request.

#### **Team Leader Role**

- Leads the IT team which comprises of the hardware, networking, software and database specialists.

#### **Vendor Management Role**

- Approve and handle IT vendors used by the organization
- Obtaining competitive prices from suppliers, to ensure cost effectiveness.
- Ensuring that software licensing laws are adhered to.

#### **Backup and Security Manager Role**

- Scheduling upgrades and security backups of hardware and software systems.
- Troubleshoot all technology issues.
- Maintain log and/or list of required repairs and maintenance.
- Provide network accounts and passwords as required.
- Identify and prepare hardware for disposal when appropriate.
- Ensure hardware is stripped and secured before disposal.

#### **6. Conclusion**

Present scenario information technology has shown and proved its relevance in all the sphere of life, equally in all the sectors or businesses. Since information technology has given us the support to manage our business and organisations in all the areas of management. By this research paper I have tried to identify the role of information technology and management and its importance in business. The study has proved that the information technology makes a significant positive impact over all the areas. It makes organization and business efficient and effective in all the aspect. Now even the success of any business organization depends upon the IT strategy adopted by the companies and the organization for this the company should make their professionals competitive, innovative and skilled in all the respective areas.

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