

An impact of “Information Technology System in INDIA”

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Abstract: The purpose of this research paper is to analyze different kinds of information system that are developed for different purposes, depending on the need of the business. In today's business world, there are varieties of information systems such as transaction processing systems (TPS), management information systems (MIS), and executive information systems (EIS) etc. each place a different role in organizational hierarchy and management operations. This study attempts to explain the purpose of each type of information systems in business organizations on the other side, it also focuses on the process of information system of the organization.

Keywords: INFORMATION SYSTEM.

INTRODUCTION:

An Information System (IS) is a group of components that interact to produce information. An Information System is an integrated and cooperating set of software directed information technologies supporting individual, group, organizational, or social goals.

An information system is a software system to capture, transmit, store, retrieve, manipulate, or display information, thereby supporting people, organizations, or other software systems.

A computer information system is a system composed of people and computers that processes interprets information. Information is a study of system with specific reference to information and the complementary networks of hardware and software that people and organization use to collect, filter, process, create and also distribute data. An emphasis placed on an information system having a definitive boundary, users, processors, storage, inputs, outputs and the aforementioned communication network. Information systems inter-relate with data systems on the one hand and activity systems on the other. An information system is a form of communication system in which data represents and are processed has a form of social memory. An information system can also be considered a semi-formal language with support human decision making and actions.

Information system and technologies have become vital components of business and organization. People rely on information system to communicate with each other using a variety of physical devices (hardware), information processing channels (networks), and stored data (data resources).

Information system is the set of component for collecting, creating, storing, processing and distributing the information. Typically the information system include hardware, software for storing the data. Information system is frequently used to refer to the interaction between people, processes, data and technology. This interaction can occur within or across organizational boundaries. An information system is not only the technology an organization users, but also the way in which the organizations interact with the technology and the way in which the technology works with the organizations' business processes.

Background of Information System:

The history of information systems (IS) only span five decades. Yet from its inception, IS has done more to expand business and industry into global markets than any other convention in history. Today the backbone of IS is known as the World Wide Web, Internet, or with a business a Local Area Network, along with lists of acronym buzz word; EDI, EIS, ERP, SCM and host of others to describe new ways in which IS can be employed to grow business.

Contrary to the speed of information today, just over forty years ago, the business climate in United States was experiencing post-war growth much like it had never seen. Much of the experience that grew the economy had been learned during World War Two in tooling up the nations industries into producing an effective war machine. The field that developed out of this push to win the war was Operations Research (OR). When the war end those involved with OR were released from government work, thus unleashing an experienced and highly skilled field, like no other in history, into business and industry, which launched the US into a era of prosperity and growth that lasted over twenty-years. World War Two also saw the birth of the first practical computers or Turing Machines, which were responsible for cracking the German codes and giving the allies advanced warning of enemy movements. By today's standards these first practical computers were not that practical, half a million dollars and far less powerful than a pocket calculator which today purchased for under ten dollars. However these first computers gave Operations Researchers the power they needed to begin simulate larger and more complicated systems which in business and industry help greatly to hone uses capital expenditures into

profitable ventures. This background from the early days of simulation, OR, and new technologies birthed studies into the areas of what became known as Information Systems.

IMPORTANCE OF INFORMATION SYSTEM:

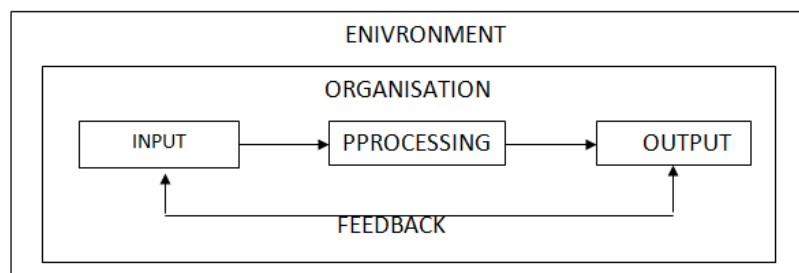
- ❖ Necessary for decision making.
- ❖ For taking Rational, Timely and Accurate Decision.
- ❖ For taking decisions in complex decision situations.
- ❖ Globalization have added various dimensions that necessitate use of information systems.
- ❖ Information system is regarded has the fifth important resource besides- Money, Material, Men and Machine.

PROCESS OF INFORMATION SYSTEM

An information processor or information processing system, is a system which takes information in one form and processes it into another form.

An information processing system is made up of four basic parts, or sub-systems.

- Input
- Processor
- Output



An object may be consider an information processor if it receives information from another object and in some manner changes the information before transmitting it. This broadly defined term can be used to describe every change which occurs in the universe.

The information system mainly consist of there activities they are input, output and processing.

- Input: it collects or capture the raw data within the system from the external environment.
- Processing: it converts raw data into the meaningful form. The processing involves actual transformation of the input into the output it is the operational component of the system.
- Output: It transfers the processor data or information to the users.

The Purpose of Information Systems:

- Competitive Advantage:

Competitive advantages are conditions that allow a company or country to produce a good or service of equal value at a lower price or in a more desirable fashion. These conditions allow the productive entity to generate more sales or superior margins compared to its market rivals.

Firms with a competitive advantage over others typically have access to special resources more efficiently, resulting in higher revenue growth, profitability, or productivity growth (efficiency), all of which ultimately in the long run translate into higher stock market valuations than their competitors.

- Problem Definition:

➤ Customer relationship management (CRM) system:

The CRM system defined is a set of software applications that help an organization determine the needs and preferences of their customers by managing, organizing, tracking and storing all customer interactions.

Why CRM?

- ❖ To keep track of all present and future customers.
- ❖ To identify and target the best customers.
- ❖ To provide real-time and personalized services based on the needs and habits of the existing customers.
- ❖ To provide superior service and consistent customer experience.
- ❖ To implement a feedback system.

➤ Knowledge management system (KMS):

It is the process of creating, sharing, using and managing the knowledge and information of an organization. It refers to a multidisciplinary approach to achieving organizational objectives by making the best use of knowledge.

- Decision Making:
 - Transaction processing system:

This system customs are designed to process the transactions effectively, efficiently and accurately. A transaction processing system is a set of information which processes the transaction in data base system that monitors transaction programs the system is useful when something is sold over the internet. It allows for a time delay between when an item is being sold to when it is actually sold.

An example is that of a sporting event ticket. While the customer is filling out their information to purchase the seat ticket; the transaction processing system is holding the ticket so that another customer cannot buy it. It allows for a ticket not to be sold to two different customers.
 - Management Information Systems (MIS):

Management information system is concerned with the internal source of the information it takes the data from transaction processing system and makes this data into series of management report. This report is used by users and management of the particular organization, the decision of which systems to implement generally falls upon the Chief Information Officer (CIO) and Chief Technology Officers (CTO). These officers are generally responsible for the overall technology strategy of an organization including evaluating how new technology can help their organization. The act as decision makers in the implementation process of new MIS.

This system is used for decision-making and for coordination, control, analysis and visualization of information in an organization. This study examines people, processes and technology in an organizational context.
 - Executive Support System (ESS):

Executive support system is also called as Executive Information System (EIS), is type of management support system that facilitates and support senior executive information and decision-making needs. It provides easy access to internal and external information relevant to organizational goals. It is commonly considered a specialized form of decision support system (DSS).

It emphasizes graphical displays and easy-to-use user interfaces. They offer strong reporting and drill-down capabilities. In general, EIS are enterprise-wide DSS that help top-level executive analyze, compare and highlight trends in important variables so that they can monitor performance and identify opportunities and problems. EIS and data warehousing technologies are converging in the marketplace.

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