

Chapter 24

Information Systems for the Management of Organizations: Conceptual Model for Its Application in Organizations

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ABSTRACT

This chapter investigates the main concepts and activities of information in a strategic decision-making system as treated by the literature. Since information became the global economy value source for organizations, the information assumes a key role in contributing to the development of the performance of organizations through the selection of relevant information for their business. The relationship of the strategic management of information with business activities contributes to the process of strategic decision making for a more effective and efficient decision. The understanding of the importance of information as a strategic resource in the management of organizations is becoming more important to strategists than were the formulation of strategy models of industrial society. In the twenty-first century no manager will be able to set and implement the strategy successfully without a basic understanding of information for strategic decision making.

INTRODUCTION

The title of this chapter “information systems for the management of the organizations can seem surprising insofar as information systems are seen in computer science, as one of the essential components of technology and not as an end in itself, since the technicians speak in information systems, but confuse the technology with the information (information sciences).

Virtually all the manuals of the information and communications technologies talk about technological perspective information systems (computer science) and not from the perspective of management (business sciences), for which there has been a lot of confusion between these subject, what are the

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product (software) technology, process technology (hardware) and the product (information), a time that was ever done in a clear and accurate separation between what supports (the technology) and what is supported (the information).

OBJECTIVES

The purpose of this chapter is to discuss with managers, technicians and all those who are interested in this topic, and get them to think about what are the key variables and indicators (information) that may support the managers in making the decision, in order to reduce the risk of failure in this global world and turbulent. This means that new variables and indicators to support in decision-making are appear and diffuse. But nothing in this matter happens from one day to the next.

The term variable and key indicator (quantified information) which measures the efficiency of the whole or part of a standard of a plan or of an objective that was given and accepted as part of the overall management of the organization. A variable or an indicator can be expressed in quantity and or value, although sometimes be hard to express themselves in the form of a financial amount or because it may not be very significant.

The variables and or key indicators measure the effectiveness of all or part of the various systems (financial, productive, commercial, logistical, human, informational, etc.) and processes in relation to a norm, a plan or a goal previously set and accepted. It is necessary to ensure the coherence and completeness of the set of variables and their indicators used by the various managers of the organization. This consistency can only be guaranteed through the looking for the information of the organizations as a whole and not in isolation.

It presents a conceptual model with the main variables and key indicators to support in decision-making that are emerging with enough strength to become critical in the information and knowledge society and shows in more detail what the key variables and their indicators for each level of management (top, middle or coordination and operational), in order to generate the maximum added value at the very least, to a reader who does not need to waste a lot of time to apply the template to your organization.

METHODOLOGY OF APPROACH

This is an exploratory study, developed through literature search and my professional experience as management consultant. The work seeks to systematize the terms and concepts on information systems for the management of organizations, presented in the literature of business sciences and Information Sciences. This type of study is recommended for the research that propose to clarify concepts, establish priorities that may guide future research etc. (Selltiz et al., 1981).

Proposes a conceptual model of new terms and concepts for the information systems for the management of organizations, from the attributes of information, so that makes it possible to your identity, use and relevance in the context in which the terms are applied. Is a qualitative character with the intention to promote a reflection on the different variables and management indicators (information) for managers of different levels of responsibility in organizations (top managers, business unit managers or area of responsibility and operational managers).

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