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TI IN BUSINESS MANAGEMENT

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ABSTRACT:

The technology has renewed as the population communicates and engages, it brought new tools for corporate work, systems that have helped in their decision making, generating reports and graphs that provide administrators, the necessary basis for the changes that the company needs. You can check the changes that information technology has affected the company, formerly and currently, they have become increasingly dynamic and fast before the changes that the market suffers. Organizations are being forced to renew the working methods to avoid becoming obsolete, at which have been entered new cultures and working tools such as virtual communities that enable a closer next to your target audience. The type of research used in this article is the bibliography, and the data collection sought to references of scientific articles, books and the author's own experience with people who have experienced many changes caused by technology.

KEY WORDS:

Trade. Renewal. Technology

1.INTRODUCTION:

New Technologies has caused changes in the world culture in addition to change the way people interact and work. Internet emerged after military researches in the Cold War [...] In October 22 of 1969 a transmission occurred of what may be the first email ever (Wikipedia, 2013). Since then, the internet evolved a lot, in now days is practically impossible not to think in network when the subject is computers. Just remember that most of people buy a computer to connect with the biggest of the networks – the internet (Grabriel, 2010).

The corporate market found in the new technology a way to boost routine processes of the companies, to assemble data and generate reports of a more reliable way. Important information reaches the right people in the right moment, is thus guaranteed the corporation administration in a safe and efficient manner. In which it offers to the company manager a way of keeping him aware about the organization that he is in charge.

The speed of the information is flowing fundamentally in the development of all the activities of human society, modifying the shape and depth of the obligatory relations and breaking all kinds of boundaries of the phenomenon called globalization that isn't new in human history, but never as big as it's now days, boosted by technology and communication.

2. INFORMATION SISTEMS IN COMPANIES

The world lives today a unique moment, as regards the control of data created by the companies,

which they store and manage through the systems that are composed by elements or components that interact with themselves to reach an objective. (Stair e Renolds, 2006).

Laudon & Laudon (2007, p. 05) reports that:

Business in USA or the rest of global economy aren't the same anymore. In 2006, American companies will invest US\$ 1,8 trillion in hardware and software to information systems. Moreover, spend more US\$1,7 trillion in consulting and management services – largely in the redesign of the organizational operations to take advantage from these new technologies. Almost half of all annual private investment in USA evolves technologies and information systems.

[...]

To see results of these massive spends, just observe how people are managing their business. In 2005, the number of mobile cell phones overran installed landline's. Cell phones, BlackBerrys, laptops, emails, online video conferences and international teleconferences by internet – all these tools are essential to business nowadays. In 2005, more than 40 million companies had its own website registered. Every day five million American buy something on the internet and others 19 million search a product.

[...]

Companies are always trying to improve the efficiency of their operations aiming higher profitability. Of all the tools that administrators have, technology and information system are among the most important to achieve higher levels of efficiency and productivity in operations, especially when they're combined with changes in administration behaviors and business practices.

In the current global scenery, companies, as a way of competitive differential, constantly renew themselves with the adoption of new technologies, in order to stay ahead of rivalry and achieve larger space in your business field, the technological novelties are utilized, and innovative ways of working are widely used.

It is sought the differential inside the corporations, to avoid becoming obsolete before competition, aiming achieve the excellent in taking decisions. If it's wanted to utilize new management assistant tools, that informatics offers to organizations, to reduce costs, boost processes and raise reports reliability. The foreman for the technological sector of the company has to know and be aware to the company's business, in order to ensure that new technologies actually assist management processes, as Mañas (2002, p. 2) says.

If people correctly manage the information, the company will head to excellence, even if it means that it has to always aim improvement. Assuming that optimum doesn't exist, it has to be face as a goal and as such, it will always be modified though.

Companies are getting leaner in terms of staff and unnecessary activities for it activities purposes and will increase the absorption of computation, telecommunication and the multiplied and appropriate technology to achieve it goals. About informatics, we'll have more dependency, but with a series of points at different stages than the currents. Big computers will be used as information centralizers. Microcomputers will be the front line of all the business system, followed by telephones, network, multimedia, artificial intelligence, etc.

The company's technology sector, increasingly more highlighted, for the fact that they offer performance improvements to organizations, and supporting administrators in the hard company's management. Technology's infrastructure has been invested to be able to manage new technologies, with the support of an administrative dome which identifies the technology department as an important sector to the company.

A company's administration function is required to stay in operation, for such, it must generate ways that allow and assist a decent management. Until recently, companies had to work regardless of the world, there wasn't efficient tools, that allowed keep the market situation to create or modify it's work plan, to fallow the world's changes, such as, also, it took longer to happen. Nowadays, such tools exist, the Management Information's System that provides methods that helps administrators to make decisions, in which in ensure their confidence to make them.

It isn't east to ensure an efficient management of a company without the technology's support, which has become indispensable inside any organization.

Technology modified in a bewildering way the old traditional model of working, in which almost everything was manual. Nowadays managerial software provides to companies, agility and efficiency, they store information and support people in troubleshooting, perform cash, stock, bills and report generator management and a other many services. In old days, many services required much time to be performed.

Nowadays they're performed in a semi- automatic, fast, efficient and safe method.

2.1 MANAGEMENT INFORMATION SYSTEMS - MIS

Information is essential for corporations to remain the differential needed to compete in the global market and through it that it's obtained an advantage before competition, the right information at the right time, and of easy understanding, becomes extremely important to business competitive edge. World can no longer be called as static, numerous forces impose news to society and companies very fast. Technological updates have forced companies to adapt and modify in a speed ever recorded, through information technology that presents news to companies.

Informatics is something that for organization operation became necessary, independent of the activity field or localization. With the use of appropriate systems, companies reduce spends and raise profit, eliminate unwanted processes and become administrative routines more efficient, which facilitate company management. Kenneth Boulding apud Audy, Andrade e Cidral (2005, p. 29), says that:

A system is a big black box, which closures can't be opened and everything found is reduced to what enters and what leaves. Sometimes, the perception of input-output's pairs, related to parameters allow us to relate an input, an output and a situation, but, if we lack it, we'll have to force the.

Laudon & Laudon (2004, p. 07) reports that:

An information system can be defined technically as a set of interrelated components that collect (or retrieve), processes, store and distribute information to support decision making, coordination and control of an organization. In addition to supporting decision making, coordination and control, these systems also help managers and workers analyze problems, visualize complex subjects, and create new products.

Information systems contain significant information about people, places and things to the organization or the environment that surrounds it. In this case, information means data that is presented in a meaningful and useful to humans. Data, in contrast, are chains of gross facts representing events that are occurring in organizations or the physical environment before they have been organized and arranged in a way that people can understand them and use them.

It's evident that the information system receives the data, treats it and generates the information, which is the cornerstone for the company to stay in the market. For Oliveira (2002, p 51). "Data is any element identified in its gross form that alone does not lead to an understanding of a particular fact or situation."

Chiavenato (2010, p 51). States that "information may be defined as a set of data with a certain meaning. Or in other words, information reduces dubiety about something that can be known. "

Through these definitions we can say that the data itself, without treatment, doesn't fairly mean something important, or which we can understand, but the data set, which are treated, and become information that is really important to top management of the companies. Information isn't scarce and difficult to access, unlike, there is too much information and easy access that managers need systems that assist them to get what is indeed important to them, the main goal of the management system, the treatment and supply of quality information.

The effective information at the right time, and easily accessible, is one of the greatest triumphs that organizations with modern management can have today. Oliveira (2004, p. 40) defines that, "*Managements Information Systems (MIS) is the process of transforming data into information that is used in decision-making structure of the company, providing yet administrative support to optimize the expected results*". The use of appropriate systems that store and process the information generated by the company, started to become necessary, which currently can't be duty of top management without the support of the same.

Laudon & Laudon (1999, p. 287), report that the company Kendall-Jackson went to the problem of failing to attend retailers who required quick answers, the company used manual processes to control their deposits, and that the time spent on this service, cost much for the company, since it was needed to stop two days a month to control, rather than concentrate on sales. In 1996 was implemented an integrated software modular, which had inventory control and planning resources, and now the count of common units in stock reduced error rates, once that before it was controlled manually.

The new management model, which has arisen because of computerized systems, reveals the relevant results, and has assisted company managers with cost reductions, and to achieve and exceed defined targets, also, to obtain competitive advantages and motivate employees with generation and

dissemination of knowledge.

3. MIS IN THE PROCESS OF MAKING

A company is formed by taken decisions that are interconnected, administrators decide every day about something, some more important, some less, the organization paces are dictated by managers and the decision's options choose by them. Administrators rely on correct information to be sure that their decisions will have the expected return, Luecke (2009, p. 18) describes it:

Business decisions are difficult when they involve doubts, have many alternatives, are complex and raise interpersonal issues. Doubt makes us hesitate: "How do I decide when I do not have all the information or the certainty of the result of my decision?" Some managers prefer not to act to give what appears to be a leap in the dark.

The management information system (MIS) is intended to assist managers in their decision making through collected and treated information; systems assimilate them quickly and safely. It is used to generate graphs and reports that are generated extremely quickly, and are used to support decision-making processes, Stair & Reynolds (2006, p. 372) characterizes these systems as follows:

The management information systems (MISs - management information systems) are capable of providing the right information to the right person at the right time, they provide competitive advantages to companies that use them. In many cases, companies and individuals are willing to pay other companies for this kind of information.

[...]

The main purpose of an MIS is to help a company achieve its goals, providing detailed insights to its managers about daily operations of the organization. This detailed perception allows company managers to control, organize and plan operating activities in a detail and efficiently way. One of the most important roles of MIS is to provide the right information to the right person, appropriately and at the correct time. Summarizing, a MIS provides information to administrators and managers, generally in the form of reports that support more efficient decision-making and create a feedback channel for daily operations.

Decisions taken based on reliable information are the ones that most ensure the decision maker, guarantee of a greater certainty of success, unlike the decisions made in "hostile" territories. Corporations must ensure an environment in which data can exist and be treated reliably and the information can be generated, in order to guarantee a reliable and secure growth to the organization. Bazzotti & Garcia, commented that:

Concerning to decisions taken under conditions of uncertainty, the results are unknown and generated under probabilities, where the decision maker has a few or no knowledge of the information creating the alternatives.

In risky decision taken, all alternatives have a specific outcome and are designed under known probabilities. The decision maker knows all the alternatives and knows that the risk is inevitable.

Given the above, it is observed that decision making is directly related to the potential information of the Information System of the company, and this must be as helpful as possible in generating better information to support the manager.

Normally, in a moment of decision, the manager must choose an alternative which, your choice may be grounded on reports of a management information system; the alternatives have different degrees of success, which can be defined by the generated reports. Managers have an important source options and of assistance for their decisions on reports of MIS.

CONCLUSION

Nowadays, companies are connected to the internet, as a result they follow extremely quickly the market changes, and therefore they create even more efficient working plans.

Technologies stunningly changed the working methods in different companies, forcing their employees to increasingly retrain to keep up with competitors.

Companies began to utilize new working tools to approach more and more of their audience, for example electronic communities, Orkut, Twitter, and Facebook. Thus, increasingly discovering what people think about their products and so they can renew to provide a more efficient product for their customers.

The use of management information systems, has given the company agility in its administrative

processes, and assisted managers in their decision making. It has renewed how companies work, so it's not imaginable any company that doesn't use the support of systems for its administration.

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