

ABSTRACTS OF THESIS TITLED
“ INFORMATION TECHNOLOGY AS AN AID TO MANAGEMENT”
(A study of selected Electronic Enterprises)

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This thesis measure the extent of effectiveness of I.T. in Planning & Controlling in different areas of management like- HR Management, Marketing Management, Production, Inventory & Purchase

As a manager in Indian Electronic Industry, one has to take real time decisions to deal with existing and emerging scenario. The impact of IT is visible in the present day management style and likely to have far reaching impact on the future management styles. Now, IT is becoming an aid to management, helping the practicing managers for efficient management. Information systems technology also allows a firm to build a strategic information base that can provide information to support the firm's competitive strategies.

In case of vender development, I.T. can be used like a tool. The executives responded that I.T. is effective in product development also. Quality check of Raw Material/Production inputs is very important to have ultimate quality product. I.T. is used to have proper inventory management, and at entry level/before making the payment to vendors/suppliers the quality is checked using computer integrated electronics lab &

quality checked remark is entered. Production Scheduling is very important to prioritize the production jobs, seeing the market demand & profitably aspect

The Performance Appraisal is a non-programmed decision making, that can not be automated, in case of Performance Appraisal, the HRM uses I.T. to access the information system that record & track human resources within a company, but the ultimate decision in the performance appraisal is to be taken by the executive concerned using the judgment. I.T. has helped the executives in approaching their customers, and is also easily accessible to the new customers; this also saved lot of time of the executives. The effectiveness of I.T. is more in structured decisions, as the decisions are programmed. In case of unstructured decisions, the executives have to use their judgment,

Price Fixation is important function in Sales & Marketing and one of the 4P's of marketing mix. The executives use I.T in compiling the data/information, both from in house cost in –puts and information is also gathered from the field sales persons, after compiling this executive has to take right decision about price. Having strong Marketing Network is of strong strategic importance to the company even whatever good product/marketable product is there with the company, without a good marketing network, it cannot reach the consumer. The following was the response for Cost Saved by I.T. applications in Developing Marketing Network/Distributor Network/Dealer Network. .Normal developing marketing network start with prospecting, in prospecting some lead can be taken from in house historical data, & from other secondary data available from government agencies, chamber of commerce etc in form of CD's, websites etc

The strategic role of information technology forces managerial end users to look at information systems in a new light. No longer is the information technology function merely a necessary service group for processing transactions and keeping the books of a firm. It is also more than a helpful supplier of information and tools for decision making.