

STRATEGIC APPROACHES OF INFORMATION COMMUNICATION TECHNOLOGY IN ORGANIZATIONS

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ABOUT THE STUDY

An organization's information systems include the information technology infrastructure, data, application systems, and personnel who use ICT to deliver information and communications services, but it also refers to the management of the organizational function in charge of planning, designing, developing, implementing, and operating the systems and providing services. Thus, the concept of IS incorporates both technical and human components within an organization and describes the process of managing the life cycle of organizational practices.

The primary goal of information systems is to gain a competitive advantage by making efficient and effective use of an organization's human and technological resources, as well as multilingual information professionals working as freelancers or as part of small or micro businesses. These companies are desperate to get things done correctly in their day-to-day operations and to do the right thing in order to provide quality solutions that meet market demands. Information systems have been on this path for a long time; however, MIPs have a long way to go in this regard.

It is not a matter of how many tools you can master or how many resources you can gather and keep at your disposal. It is not a matter of how much you know about a specific domain of knowledge or how much money you spend on training or acquiring the most up-to-date technology. It is about how well you can decide which tools or technology you need for your specific working environment; it is about effectively organizing your resources to retrieve the very specific piece of information you need in the shortest time to remain productive and deliver a consistent and quality service.

It is about being able to recognize your information requirements at any given time and learning to evolve and adapt your business to changes and new developments. It is also about creating a knowledge-based system that is tailored to your company's needs and includes all of the human and material resources that are part of your working environment. Overall, it is about taking a strategic approach to being aware of your working environment and making the right decisions to be efficient and effective.

IS were clearly created to address the needs of large, complex organizations, with large scale and scope IS that best fit this type of organization. It may appear that a much simpler organization, such as a SME or a micro business, has no need for heavy-duty decision-making machinery, but there are many advantages that can be adapted to the specific context of smaller organizations in order to successfully undertake an information-related activity. Given the nature of MIPs' business and the fact that this type of activity deals heavily with information and knowledge, they are likely candidates to benefit from IS.

Given the lack of formal approaches to addressing the organizational complexity of translation businesses, as well as the lack of formal frameworks to drive ICT-related decisions and processes in this setting, lessons learned from the fields of business strategy and information systems can serve as a useful reference to underpin an IS strategy for MIPs and achieve the strategic fit that enables productivity and quality services. A freelance business requires a much simpler architecture than a large organization, which reduces the number of functions and systems to be coordinated while also concentrating the different functions of the business into one person, i.e. the manager, increasing the volume of managerial and administrative

tasks that affect the core activity and the degree of reliance on this person.

IS aims to provide knowledge and techniques for effective decision making to managers, engineers, and ICT users. In the case of freelance multilingual information professional practice, the same person must assume all of these roles to varying degrees of intensity, depending on the type of projects undertaken. It is obvious that the theory and logic for managing an organization entails a far more complex scheme than in the case of micro SMEs such as freelancers.

It is also clear that information systems support organizational objectives and rationality by facilitating analytical processes. So, why should freelancers create an information system aimed at formalizing the use of ICT and business management? Why even consider an ideal framework when their (micro) organization is much simpler? The reason for this is that, while no organization, large or small, operates in an ideal manner, using information systems adds coherence to ICT deployment and decision making. As a result, an IS strategy approach can assist MIPs in applying ICT appropriately, on time, and in accordance with their business strategies, goals, and needs.

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