

Impact and Effect of the Management Information System for an Organization

S.A. Radharaman Rao

Research Scholar of Management Science

Amrita Vishwa Vidyapeetham, Amritanagar, Ettimadai, Coimbatore, Tamil Nadu 641112, India

E-Mail: radharmanrao456@gmail.com

ABSTRACT

The impact of MIS on the functions is in its management. With a good support, the management of marketing, finance, production and personnel become more efficient. The pressure to provide management information is growing. Our institutions are resource- constrained and must often choose from among competing priorities. Every person in the organization is a user of the MIS. The people in the organization operate at all levels in the hierarchy. A typical user is a clerk, an assistant, an officer, an executive or a manager.

Keywords: MIS, System, Impact, organization, Manager, Decision, Framework.

1. Introduction

The impact of MIS on the functions is in its management. With a good support, the management of marketing, finance, production and personnel become more efficient. The tracking and monitoring of the functional targets becomes easy. The functional, managers are informed about the progress, achievements and shortfalls in the probable trends in the various aspects of business. This helps in forecasting and long- term perspective planning. The manager's attention is brought to a situation which is exceptional in nature, inducing him to take an action or a decision in the matter. A disciplined information reporting system creates a structured data and a knowledge base for all the people in the organization. The information is available in such a form that it can be used straight away or by blending analysis, saving the manager's valuable time.

The MIS calls for a systemization of the business operation for an affective system design.

A well designed system with a focus on the manager makes an impact on the managerial efficiency. The fund of information motivates an enlightened manager to use a variety of tools of the management. It helps him to resort to such exercises as experimentation and modeling [1]. The use of computers enables him to use the tools techniques which are impossible to use manually. The ready-made packages make this task simpler. The impact is on the managerial ability to perform. It improves the decision making ability considerably.

2. Management Information System And Computer

Translating the real concept of the MIS into reality is technically, an infeasible proposition unless computers are used. The MIS relies heavily on the hardware and software capacity of the computer and its ability to process, retrieve communicate with no serious limitations.

The variety of the hardware having distinct capabilities makes it possible to design the MIS for a specific situation. For example, if the organization needs a large database and very little processing, a computer system is available for such a requirement. Suppose the organization has multiple business location at long distances and if the need is to bring the data at one place, process, and then send the information to various location, it is possible to have a computer system with a distributed data processing capability [2]. If the distance is too long, then the computer system can be hooked through a satellite communication system. The ability of the hardware to store data and process it at a very fast rate helps to deal with the data volumes, its storage and access effectively. The ability of the computer to sort and merge helps to organize the data in a particular manner and process it for complex lengthy computations. Since the computer is capable of digital, graphic, word image, voice and text processing, it is exploited to generate information and present it in the form which is easy to understand for the information user.



Figure 1: Using information systems effectively requires an understanding of the organization



Figure 2: MIS with Knowledge and People

3. Management Information System And Academics

The pressure to provide management information is growing. Our institutions are resource- constrained and must often choose from among competing priorities. Most institutions are under intense pressure to maximize student retention and shorten time to graduation. Institutions are increasingly using the information they accumulate about their students to gain insights into big issues, such as academic performance, student success, persistence, and retention [3]. Regulatory bodies, accreditation bodies, state agencies, and boards all are asking for more information to measure and evaluate the effectiveness of our institutions. Decreases in state aid to higher education are causing many public institutions to pursue alternative revenue streams. Each of these issues is increasing the demand for information.

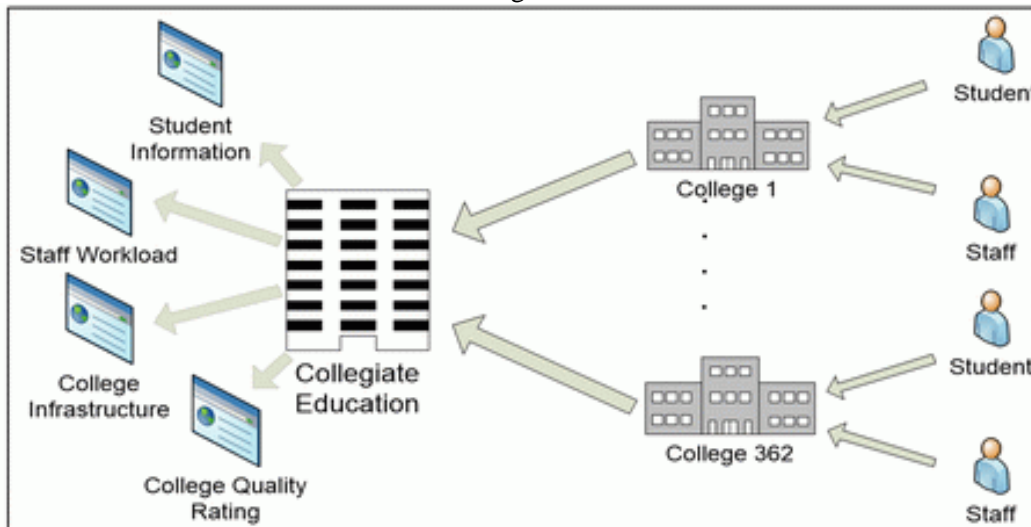


Figure 3: Education Management Information Systems

3.1 Academic Analytics

We arrived at the term academic analytics to describe the scope of what we studied through an iterative process. We wanted to conduct an investigation that was broader in scope than a study of any individual tool, such as data warehousing, or any information process, such as management reporting. A broader set of applications of information and activities interested us. The corporate sector calls our topic business intelligence, but we did not feel this would be an appropriate label for higher education. In our survey, we described the scope of our interest to include reporting, modeling, analysis, and decision support. While accurate, business intelligence is too cumbersome for easy use in the resulting report.

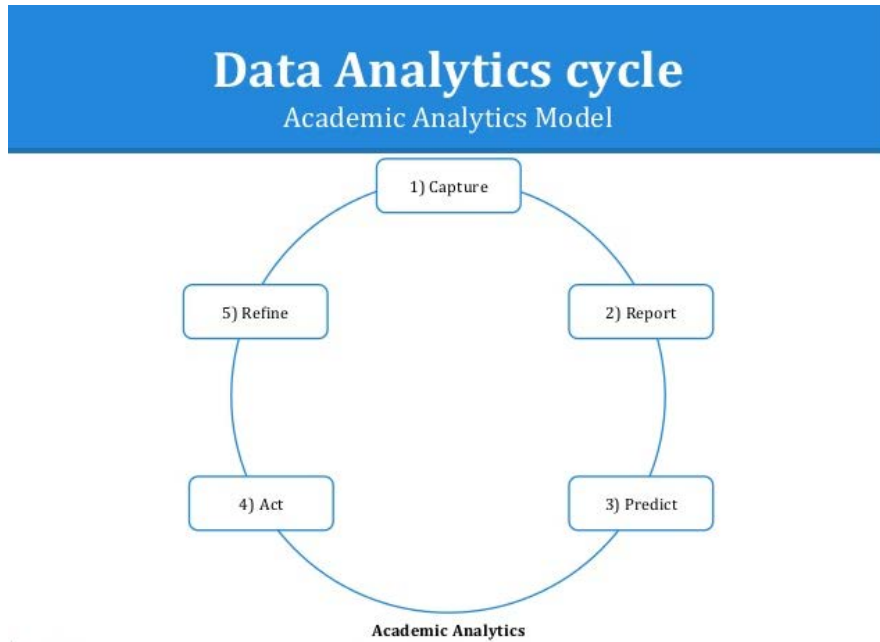


Figure 4: Academic Data Analytics Cycle

3.2 Analytical Framework

In constructing our analysis, we used two frameworks. The first identified the range of technology platforms an institution could use as its primary infrastructure to support academic analytics. The second identified the range of applications of academic analytics that an institution could adopt. The technical platforms ranged from reliance on an institution’s transaction system to the deployment of enterprise-wide data warehouses. In between were operational data stores as well as one or more data marts.

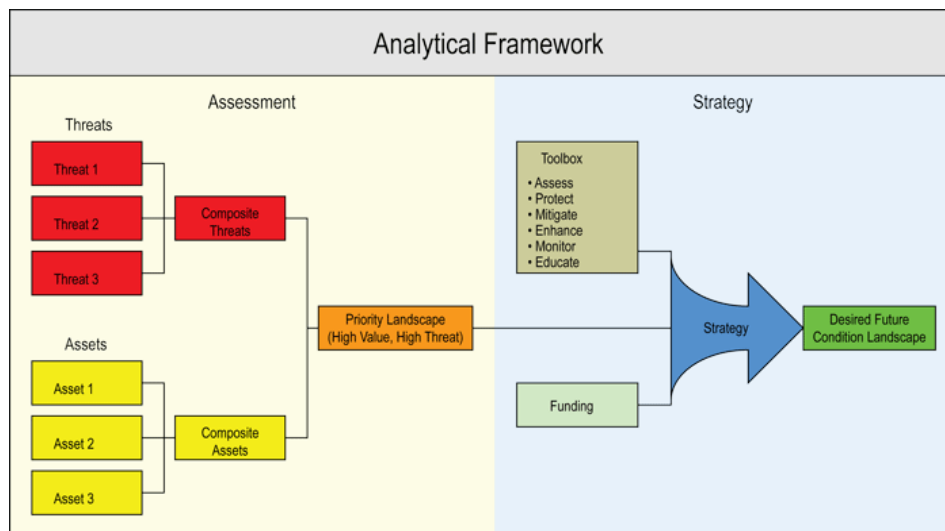


Figure 5: Analytical Framework

4. MIS And The User

Every person in the organization is a user of the MIS. The people in the organization operate at all levels in the hierarchy. A typical user is a clerk, an assistant, an officer, an executive or a manager. Each of them has a specific task and a role to play in the management of business. The MIS caters to the needs of all persons. The main task of a clerk is to search the data, make a statement and submit it to the higher level. A clerk can use the MIS for a quick search and reporting the same to higher level. An assistant has the task of collecting and organizing the data, and conducting a rudimentary analysis of integrating the data from different and disciplines to analyze it and make a critical comment if anything adverse is found [4].

The manager has a position of responsibility and accountability for the business results. His management role expands beyond his management function. He is a strategist and a long-term planner. He is a person with a foresight, an analytical

ability and is expected to use these abilities in the functions of top management. The MIS provides information in a structured or unstructured format for him to react. The MIS caters to his constant changing needs of information. The user of the MIS is expected to be a rational person and the design of the MIS is based on this assumption. However, in reality the impact created on individuals by MIS is difficult to explain. The nature of the impact in a few cases is negative. However, this negative impact can be handled with proper training and counseling.

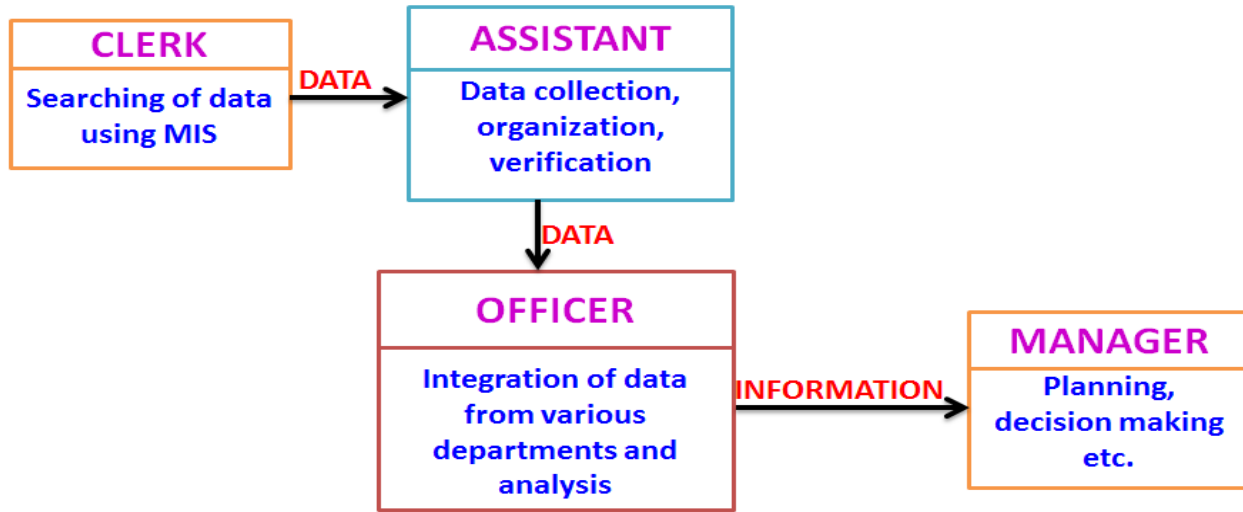


Figure 6: Functional Block system of MIS and THE USER

5. Decision-Making Concept

A decision is choice out of several alternatives (options) made by the decision maker to achieve some objective s in a given situation. Business decisions are those, which are made in the process of conducting business to achieve its objective in a given environment. Managerial decision making is a control point for every managerial activity may be planning, organizing, staffing, directing, controlling and communicating. Decision-making is the art of reasoned and judicious choice out of many alternatives. Once decision is taken, it implies commitment of resources [5]. The business managers have to take variety of decision. Some are routine and others are long term implementation decision. Thus managerial decisions are grouped as:

5.1. Strategic Management

Strategic decision making is an ongoing process that involves creating strategies to achieve goals and altering strategies based on observed outcomes. For example, the managers of a pizza restaurant might have the objective of increasing sales and decide to implement a strategy of offering lower prices on certain products during off hours to attract more customers. After a month of pursuing the new strategy, managers can look at sales data for the month and evaluate whether the strategy resulted in increasing sales and then choose to keep the new price scheme or alter their strategy.

5.2. Tactical Management

Tactical decision relate to the implementation of strategic decisions, directed towards developing divisional plans, structuring workflows, establishing distribution channels, acquisition of resources such as men, materials and money. These decisions are taken at the middle level of management.

5.3. Operational Management

Operating managers and members of self-directed teams

- Develop short-range plans (e.g. Daily production schedules), and
- Direct the use of resources and the performance of tasks according to procedures and within budgets and schedules they establish for the teams and other workgroups of the organization.

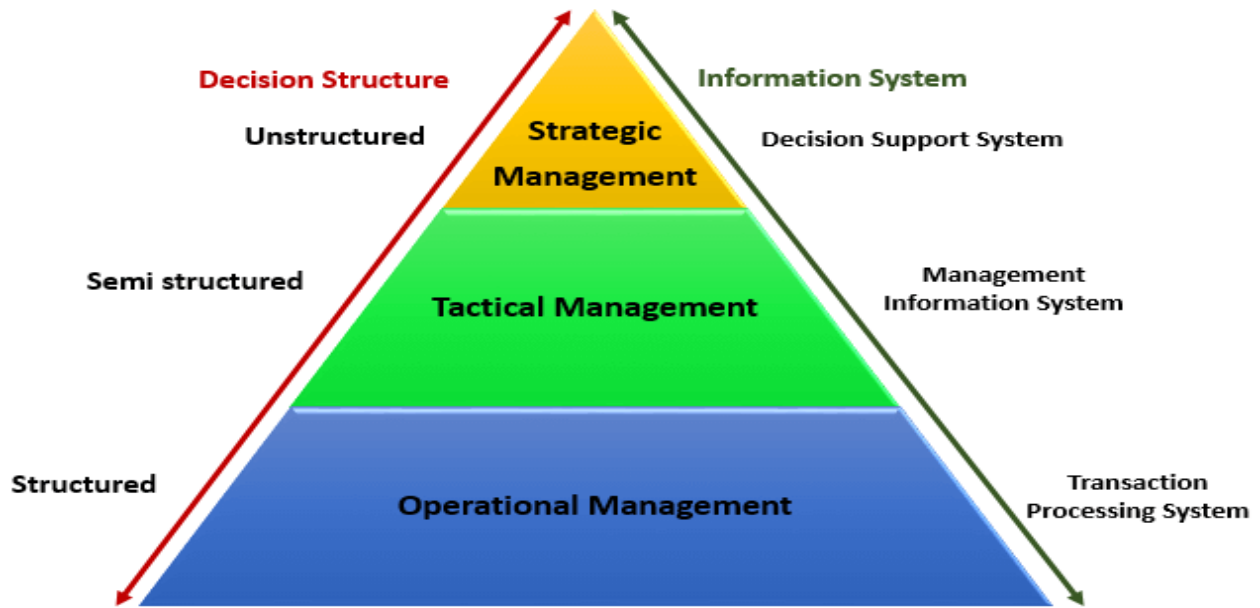


Figure 7: Decision-Making System

6. References

- [1]. Bee, R., Bee, F., 1999. Managing Information and Statistic. Trowbridge: Cromwell Press.
- [2]. Lucey, T., 1997. Management Information Systems. London.
- [3]. Papows, J., 1998. Enterprise.com: Market Leadership in Information Age. London: Nicholas Brealey Publishing.
- [4]. O'Brien, J. A. Management Information Systems: Managing Information Technology in the Internetworked Enterprise. Boston: Irwin McGraw-Hill 1999.
- [5]. Sørensen, C., Bildsøe, P., Fountas, S., Pesonen, Pedersen, S., Basso, B., Nash, E. Integration of Farm Management Information Systems to support real-time.
- [6]. Agarwal, R., and Lucas, H. C. Jr. (2005). The information systems identity crisis: Focusing on high visibility and high impact research. MIS Quarterly, 29(3), 381-398.
- [7]. Benbasat, I., and Zmud, R. W. (1999). Empirical research in information systems: The practice of relevance. MIS Quarterly, 23(1), 3-16.