UNDERSTANDING THE INFLUENCE OF INFORMATION TECHNOLOGY TO ADMINISTRATIVE – ORGANISATIONAL – DEVELOPMENT: EASY FLOW OF SUPPLY CHAIN MANAGEMENT – CUSTOMER SATISFACTION

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ABSTRACT The advancement of technology has made an impact on business organisations. The lifeblood of every organisation is its communication skills. Excellent communication gives the right information not only from the manager to the employee but throughout to the final user – the customer. The paper studies the effect information technology has on the organisational operations – the organisational culture. Future, excellent communication, automatic processes, and work remotely are some advantages. Flat organisational structure, functional organisational structure and product organisational structure are some structures that organisations operate within. The study argues the point that information technology has an influence on the operations of an organisation. Customer loyalty, profit maximisation, and good relationship, among others, are some advantages effective organisational communication could have on an organisation.

KEYWORDS : Information Technology, Organisational culture, Operation, Satisfaction

1.1 INTRODUCTION:

In today's word, information technology has become an important aspect in business organisations – even though the human factor in organisational operation cannot be flash out. The organisational development – as well as economic improvement of nations – are built on around information/technological system. Information is the lifeblood of every organisational operation. Information technology has been widely recognised as essential to a firm's survival and growth. It is an integral part and fundamental to support, sustain, and grow a business. An effective and efficient structure of information system does not only improve the flow of organisational supply chain management but also customer satisfaction and trust. The paper studies the influence of information system on organisational operations and supply chain management to customer – or in the bigger picture, stakeholder – satisfaction.

2.1 INFORMATION TECHNOLOGY (IT):

Information Technology (IT), is the application of processors to store, retrieve, transmit and manipulate data; these are often than in the context of the business/enterprise operations. Information Technology, in its broadest sense, encompasses all aspects of computing technology. As an academic discipline, it concerned with issues related to advocating for users and meeting their needs within an organisational and societal context through the section, creation, application and administration of computing technologies.

Effective information has become a necessity for business growth in today's business operations. Information in business (organisational) operation require of given the right information through the right channel for the best understanding of all the operational team players such as the management, employee, customers, suppliers, and shareholders. The medium to communicate or send adequate information among these players, therefore, is the need for the technological system. Technological system, can, therefore, refer to material objects, such as machines, hardware, but can also encompass broader themes, including systems, methods of organisation, and techniques.

An information System (IS), is any coordinated system for the collection, organisation, packing and communication of information. Further, it is the study of complementary networks that people and organisations use to collect, filters, and process, create and distribute data.

The development of an organisational operation or the activities of an organisation is the information system of the organisation. This is because what to produce, how to produce them, when to produce, are all carried by the channel of information. Effective and efficient production in a department (Production Company) is dependent on the flow of information within the production system. Good information system enhances a good management relationship with both internal and external players of the business organisational environment. For example, the time to order for the delivery of materials (raw material, semi-finished material) for production is also depend on the information technology system between the organisation and its suppliers. In addition, the delivery of finished goods from the company to its customers (or the final user) also is a dependent on the information technology system to know the time the said goods are needed, so as to know the mode of distribution in order to deliver in time.
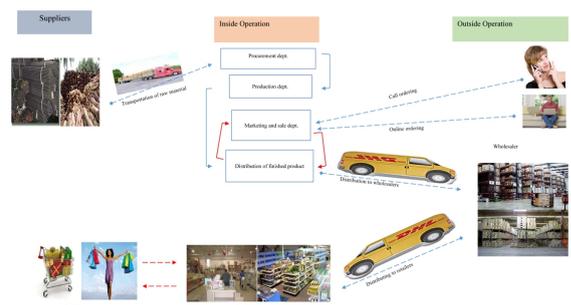
Fig.1. The flow of information within an organizational operation

The movement of goods and services between industrial players – for example, delivery of raw materials from the suppliers to the organisation, the movement of finished goods from the organisation to the final user (the customer) are all influenced by information element.

2.2 TYPE OF INFORMATION TECHNOLOGICAL SYSTEM:

Most fruitful organisations rely on technology for almost every aspect of their business. The use of technology helps to improve productivity, communicate more efficiently and track customers and goods. The following are some types of technological system use in business operation.

I.   Computers and Software: These computers are loaded with office and productivity software packages allows workers to write letters, analyse financial information, send and receive emails, and design sales presentations. The built-in software enables managers to prepare professional information on time and also the fast circulation of this information.

II. The telephone System: Office phone system makes it easier for

the officer within an organisation to communicate efficiently and fast within the cause of the organisational operation. This makes communication between workers within the organisation effective and speedy because people do not need to move from office to office and/or from one department to the other to seek information. Customers are updated through email and text messages to the production and delivery of goods and service.

III. Accounting System: Accounting systems are designed software's that are installed on to keep track of any amount that has being received and spend during business operation. This system helps in advancing the financial accounting (profit and loss, and balance sheet) preparation of the organisation. It provides some level of accuracy and speed in the accounting system over the manual.

IV. Inventory Control System: The technological system helps companies that sell goods or manufacturing companies to keep track on their inventory (stocks). The system helps them ensure that they do not run out of stock or have not over stock either. The system is updated with received inventory and delivery invoice.

V. Customer Relationship Management (CRM) System: This system provided the customer with the needed information on the provision of goods and service. More so, efficiency and effectiveness of information flow are improved by this system. Therefore, customer awareness, trust leading to satisfaction. Advancingly, this system is developed in a way where the customer could access the purposely information they seek. However, the CRM desk can also be contacted through phone call for support.

2.3 ADVANTAGES OF INFORMATION TECHNOLOGY SYSTEM:

Technology system has the following among many as the advantages it does provide to organisational operation.

I. Communication: This is essential to the business world – its operations. The technological system provides the company with many opportunities to communicate with its players, such as the stakeholders, customers, employees, the public. Information's onboard meeting among others are enhanced, additionally, the organisation's enablement to rich its targeted market with the appropriate information on their products.

II. Work Remotely: Technological system provide both managers and employees to work or access to company information electronically outside the office. Customers access and orders goods and service through the online operating system at the comfort of their homes.

III. Automate Processes: This system does not only improve on good communication but also production. Customer information systems are automated to provide prompt information to the clients in the absent of people. Manufactory machines are automated to stop running right after the end of production order. This helps to minimise the cost of production and overhead cost.

IV. Storing and Protecting Information: Organisational information's are stored in a well-designed system and are fully protected with strong passwords. This eliminates if not totally reasonably minimise official information leakage.

3.1 ORGANIZATIONAL OPERATIONS:

Organisational structure and operating procedures help to create logistical conditions and social relationships to support a collaborative action for change. Contribution in this structure can help groups develop the right structure for getting the work done; it also builds a level of "relational capacity" that is essential for working together, minimising difference, and treasuring diversity (Foster-Fishman, Berkowitz, Lounsbury, Jacobson, & Allen, 2001). Such lucidity and formality help to create a stable structure and functioning procedures for strategic action.

The operations of an organisation work within some structures such as the organisational behaviour and operational mechanisms

among others. The activities of any successful organisation work within a setup structure (working structure). The type of structures an organisation uses within its operation determines the flow of information from top management to the line managers down to the employee. Profit generation, kind of informatics to use, communication method, leadership, as well as the organisational operation generally are dependent on the operational (organisational) structure put in place by the management of the company.

3.2 ORGANIZATIONAL STRUCTURES:

An organisation chart lays the foundation for how a company operates. It's a set of policies and rules that determine;

• How an organisation controls and delegate task and responsibilities
• How decisions are made and implemented throughout every part of an organisation
• How information flows with an organisation

Depending on company's needs, several organisational structures can be used. three of these are identified by this article.

3.2.2 Flat Organisational Structure: This type of structure is usually used by start-up organisations with minimum employees and management.

3.2.3 Functional Organisational Structure: This type of structure focuses on job functions or functional areas. Companies use this structure when they want to group employees with shared skills and knowledge, such as marketing, production, accounting, etc. for effective and efficient organisational operation.
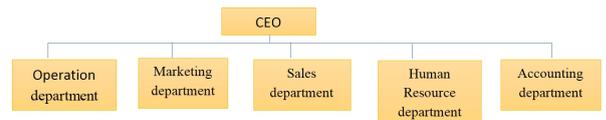
Fig.2. Functional Organizational Structure

3.2.3 Product Organisational Structure: This structure is based upon a company's product line. It is typically found in retail stores that are in multiples cities. More so, this type of structure can be spread out into different locations. *For example*,
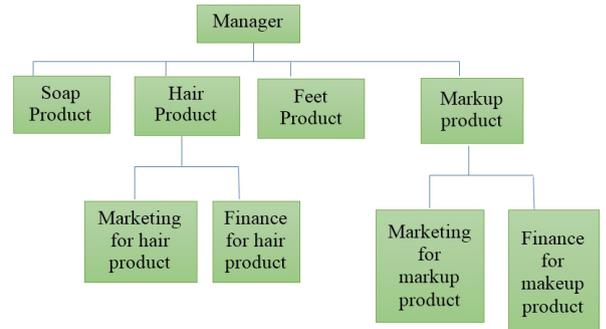

Fig.3. Product Organizational Structure

4.1 INFLUENCE OF INFORMATION TECHNOLOGY:

The information technology as we have noticed easier in the study is a system that enhances coordination, quick and efficient flow of information within its operations. Notwithstanding the strength of the organisation in them of its employee number and mode of exploitation, and it's successful is influenced by how information flow within the organisation.

Effective information technology aids the management to send information to the line management down to the lower level employee.

Good information system increases the openness, trustworthiness of the organisation in the mind of the customer since the client can

have information about the company's operation from online. Furthermore, it strengthens the relationship between both internal and external environmental players of the organisation. The effective flows of information within the organisation structure and its supply chain increase the productivities of the organisation because the information needed for correct direction are given at the right time within the production. The cost of production is reduced because goods are only produced to meet the right order. This influence on productivity and maximises profit as the cost of production is minimised.

Information technology, however, assures the security of operation and keeping of the organisational files as some of these files are kept electronically. Future, accuracy in accounting and store data generation improves. Speed in work and efficient connectivity among workers are the influence information technology had on the organisational operation.

5.1 CONCLUSION:
Information is the lifeblood of every organisation. The growth and the development of organisation are built around the technological aspect of exploitation: not relegating the human factor. The operation of every organisation depends on the structure put in place irrespective of the company's production line. The advancement in technology in today's 21st century has a lot of influence on the business operation of organisations. The direct impact of technology on business, build a good relationship between the company and the organisation such as security, effective communication, and an increase in productivity. In conclusion, information technology influences the administration of business operation the flow of it supply chain management system – building confident in stakeholders, however, customer satisfaction.