



EMERGING MANAGEMENT SUPPORT SYSTEM FOR GLOBAL ECONOMY

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ABSTRACT

Now is the age of Internet. We can't think anything without Internet. Business is very competitive now a days. Business organizations play an important role in Global Economy. We make the business organizations automated and use Information and Communication Technology. We use different software tools to make our business more effective considering different performance indicators such as profitability, efficiency to stand strongly in global marketplace. Management Support System (MSS) plays an important role in this regard. But traditional or old MSS should be changed by new emerging technologies. This paper describes how and why to apply emerging technologies in Management Support System (MSS).

Keywords: standard operation procedures (SOP), enterprise resource planning (ERP), supply chain management (SCM), customer relationship management (CRM), knowledge management (KM), e-commerce, m-commerce.

1. INTRODUCTION:

Information technology is a blessings of modern organization but at the same time globalization brings new threats to domestic business firms because by using global communication system and management systems, customers now can satisfy in a worldwide marketplace, obtaining price and quality information reliably, 24 hours a day. Worldwide markets are very unprotected and open. So firms need reliable and strong information and communication systems.

2. IMPORTANT FACTORS TO BE CONSIDERED FOR NEW EMERGING BUSINESS FIRMS OR ORGANIZATIONS :

Productivity of a firm depends on the management decisions and the service of the information system. The traditional business firm is hierarchical, centralized, structured arrangement of specialists where fixed set of Standard Operation Procedures (SOP) are maintained. New business firm is decentralized and flexible arrangements of generalists. The new manager relies on informal commitments and networks to establish goals. Supply

Chain Management (SCM) Systems, Customer Relationship Management (CRM) Systems, Enterprise Resource Planning (ERP) Systems and Knowledge Management (KM) Systems, these four types of systems are very necessary to be coordinated and integrated.

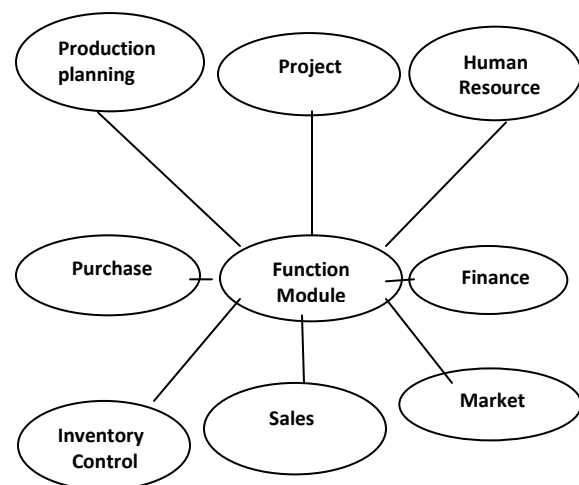


Fig-1 Enterprise Resource Planning (ERP) functional module [7]

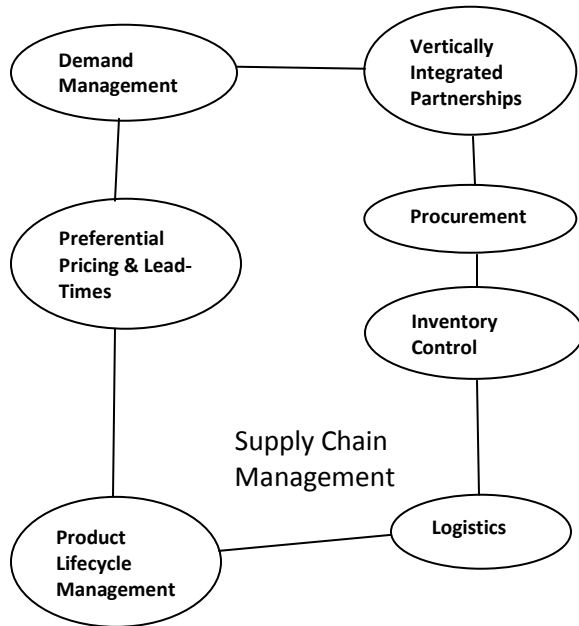


Fig-2 Supply Chain Management ^[4]

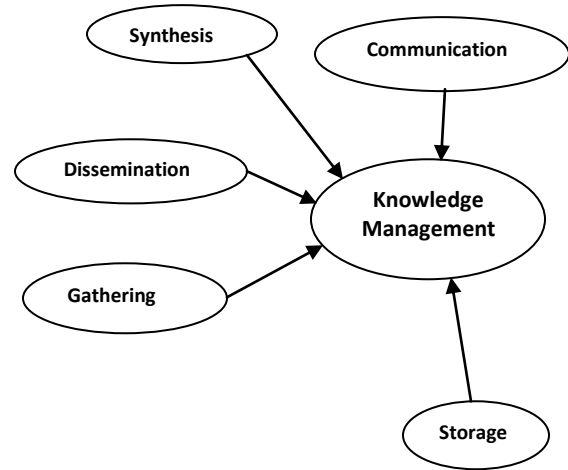


Fig-4 Knowledge Management processes [6]

Companies require *Knowledge Workers* such as engineers or architects who design products and services and create new knowledge for the organizations.

The New Roles of *Information System* will be i) widening the information system, ii) revolution of network and the Internet, iii) options of new organizational design and iv) e-commerce and e-business.

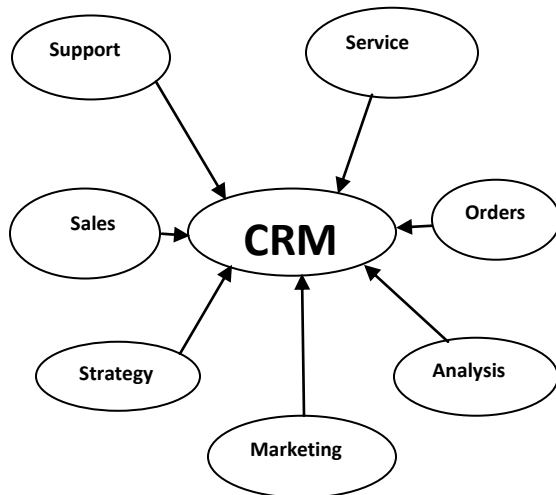


Fig-3 Customer Relationship Management system ^[5]

Organization can use powerful communications networks to access different locations to reduce time and space. The Internet is creating a new universal technology platform on which to build all sorts of new products, services, strategies and organizations. Networked environment (using WWW architecture) is very essential for a business organization. Electronic mail, electronic conferences are very important issues. Database and library catalogue electronic brochures, manuals, books and journals are important issues also. *Voice transmission* is another important issue. Networked Information System can enable transactions such as payments and purchase orders to be exchanged electronically among different companies, thereby **reducing the cost** of obtaining products and services from outside the firm.

3. PROPOSED MODEL FOR EMERGING MANAGEMENT SUPPORT SYSTEM AND ITS WORKING PRINCIPLE:

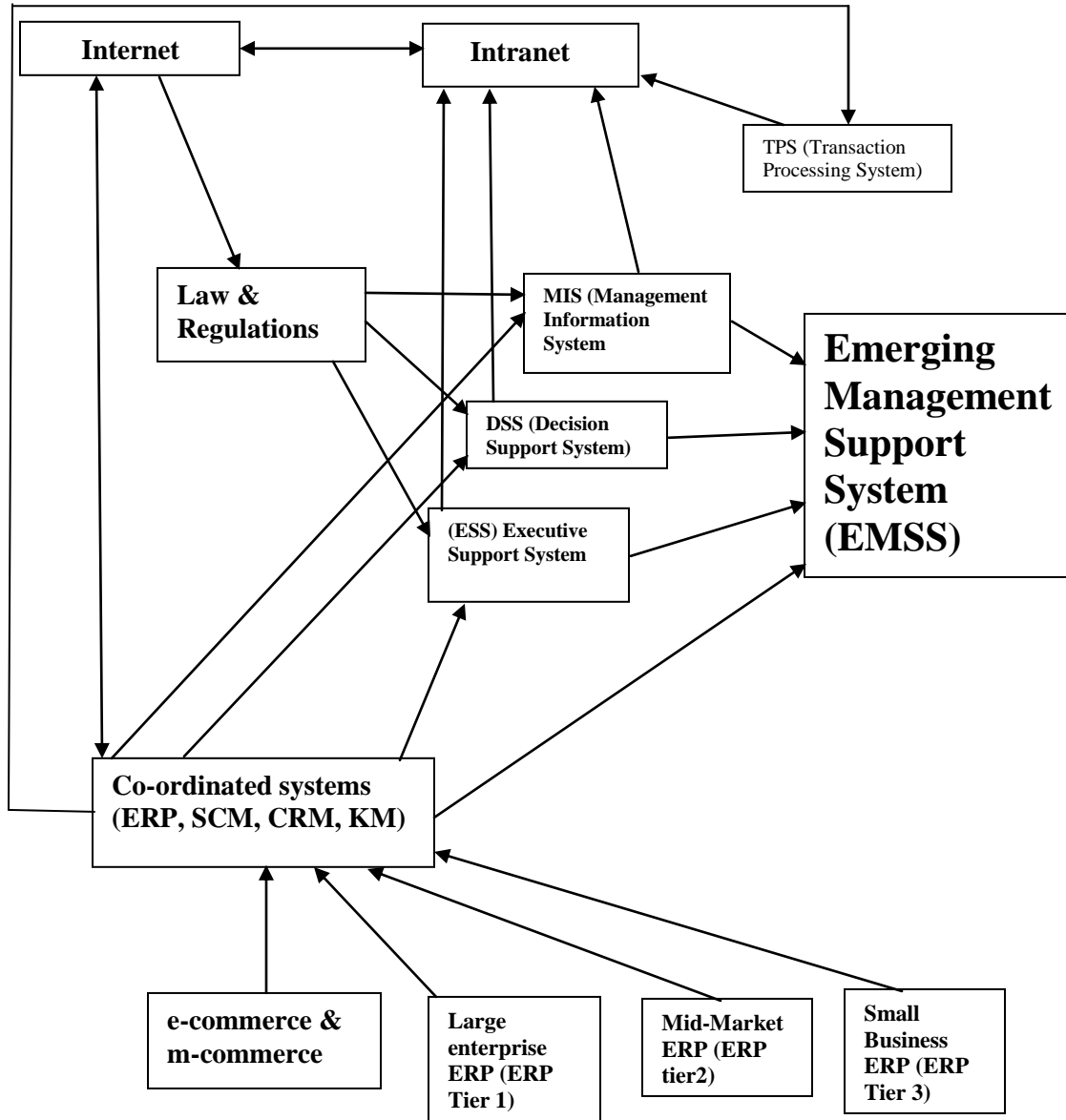


Fig-5 Proposed model for *Emerging Management Support System (EMSS)*



Management Support System may consist of Management Information System (MIS), Decision Support System (DSS) and Executive Support System (ESS). From DSS different kinds of decision may be constructed to make strategic plan in favor of the organization to satisfy different types of functions. This system is customized for specific application and includes hardware, software, database and computer network resources. But decisions should be made not by excluding different **laws and regulations** to run the business.

Executives have to face different challenges in new global economy. "Executives can access real time information using online analytical processing (OLAP) and client/server technology."^[1] Executives have to maintain **new tax laws and government regulations**. So Executive Support System has to maintain all these issues.

Management Information System (MIS) deals with the planning for development, management and use of information technology tools to help people perform all tasks related to information and processing. Also this type of system has to maintain **lawfully**.

"Managers also use *Transaction Processing System* (TPS) at different levels in the organization."^[1]

All these systems should be connected to **Intranet** (private network which uses internet technology) and to **the Internet**.

Enterprise Resource Planning (ERP), *Supply Chain Management* (SCM), *Customer Relationship Management* (CRM), and *Knowledge Management* (KM) are the very important systems but they should be coordinated. I mean, not each system is fully independent. They should communicate each other to run a business very smoothly and profitably. *Knowledge Management System* is very important because organizations should be strategic newly and periodically. In this case knowledge workers like engineers or architects will help in designing different products. But all the above systems (ERP, SCM, CRM, KM) will be advantageous if they include **e-commerce or m-commerce** in their business.

4. CONCLUSION AND FURTHER RESEARCH:

In future I will try to expand the above model Fig-5 to show how it can be useful for different sized organizations with calculating different performance factors like profitability, efficiency, flexibility etc.

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