ROLE AND IMPORTANCE OF MANAGEMENT INFORMATION SYSTEM IN TODAY’S TECHNOLOGY DRIVEN ORGANIZATION

Compare and contrast the management information systems (MIS) in place in 2 distinctly different organizations.

Compare each organization's use of information systems to help manage internal operations and to make decisions.

* Assess how these two organizations use information technology for competitive advantage.
* Appraise the individual and organizational consequences of the use of information technology, and recognize potential security breaches and computer crimes.

MIS

**Introduction**

Management Information System is the most vital and crucial part of an organization. It plays an important role in the working of an organization’s systems and procedures. It can in simple words be explained as a computer-based system that provides managers with the tools to organize, evaluate and efficiently manage departments within an organization.

Role of MIS in an organization

Organizations at all levels need a good decision making system and in today’s modern technological driven world Management Information System (MIS) comes as a boon.

As per the needs of different level the method and procedures change; but MIS has its services for all. It is the duty of top management of company to play an active role in designing, modifying and maintaining the total organization wide management information system. There are vital functional area of business organizations like marketing, finance, production and HR in the similar way MIS has also been considered as an important part.

**Supporting the Business Process and systems:**MISTreats inputs from the customers and outputs as services to customer. It helps in supporting the current operations and uses the system to influence further way of working.

**Support function of a Business Organization:**MIS supports the smooth running of operations of a business organization by providing timely information, maintenance and enhancement of the same. This provides flexibility in the operations of organizations.

**It Support Decision Making:**MIS supports the decision making of employees at all levels in their daily operations. MIS also supports managers in decision making to meet the goals and objectives of the organization. Different mathematical models and IT tools are used that further helps in evolving strategies to meet competitive needs.

**Strategies for an Organization:  In** Today each business is running in a competitive market. MIS supports the organization to evolve appropriate strategies for the business to assent in a competitive environment.

Information System in organizations

Information Systems are components that work together to collect, process, and store and circulate information to support a company's decision making process (Laudon & Laudon). Along with the utilization of information systems companies use competitive strategies to set them apart they include; product differentiation, low cost leadership, focusing on market niche and customer and supplier.

Amazon one of the most successful internet based business focuses on customer and supply. Amazon makes sure to focus on delivering products quickly and at a low cost to its customers (Burrus, 2003). Amazon uses an information systems that is much similar to a TPS, this allows the system to keep track of and record the availability of each product; how much is in stock, how long it will take to replenish the stock etc.... the processing systems then relays that message to the customer. Once an order is placed the system sends the order to the supply branch and it is directed to the supplier that is closet in proximity to the customer this allows a quick delivery at a low cost ((scmfocus.com).)

The risk Amazon runs for security breaches and crimes is that there is always concern when customers have to give details over an open space such as credit and debit card numbers, as well as addresses. Amazon does a good job of protecting its customers by making sure that the website is secure by requiring passwords to make purchases, this is double edged as a customers password XXXXX be uncovered on their end and Amazon has not way of verifying who is using that password XXXXX them access to the account.

Weight Watchers finds it self competing in the highly crowded and competitive market of dieting and weight loss. They use product differentiation as a competitive strategy, the company's belief is that by advocating a life style change through education and not providing meals that some customers can never replicate sets them apart from other companies such as Jenny Craig and Nutrisystem, there selling point is that the tools they teach clients enables them to be successful on their own ([seekingalpha.com](http://seekingalpha.com/%22%20%5Ct%20%22_blank)). In an effort to prevent security breaches Weight Watchers also require members to use password XXXXX accounts, and reserve the right to terminate accounts that seem out of sorts. Another strategy is that while there are advertisements from external sources, your information is not shared with them ((weightwatchers.com).



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