

# Information Technology and Business Communication

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**Abstract – Data and Communication Technology (ICT) is an essential piece of business the heads now-a-day. It is inevitable for the smooth running of business free of size and multifaceted design wherever on the world. As a result of the quick improvement of ICT and its colossal use in all circles of our lives, organizations are similarly affected by it. By and by, organizations are managing their resources by using ICT support that is helping them with playing out their tasks faster and careful than already. Regardless, the non-modern countries like nonstandard are at this point endeavoring to introduce ICT maintains in each part of organizations. In any case, in view of an outstandingly strong culture at work place, this effort is defeated liberally. Accordingly, this paper targets perceiving the current status of the use of ICT in business the board and its troubles it faces. Helper data have been essentially used for coordinating this assessment which was accumulated from the different business reports and the journal papers. An experience survey was in like manner drove among the senior managers of the business houses were also associated with the assessment. Results show that the usage of ICT is low in the little and medium business attempts while the colossal organizations houses are using ICT maintains. Results in like manner show that the usage of ICT basically depends upon the multifaceted nature and the possibility of the business. The finance managers who have ICT capability, they are for the most part using ICT maintains in the organization of their organizations. This assessment suggests that the business houses in India ought to use ICT backing to fabricate the efficiency at their work. Nevertheless, this is consistently depends upon the ICT establishment of the nation by and large.**

**Keywords – Information, Technology, Business**

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## INTRODUCTION

The board of a business is a particularly difficult assignment now daily. It is because of the increment of human intricacy at work. The productivity of the administration of business considerably relies upon the administration of the instrument employments. On the off chance that the work project is work concentrated, the director can't utilize communication technology. However, on the off chance that it is capital-concentrated, the director is in a situation to utilize information and communication technology (ICT) that acquires effectiveness dealing with its exercises. Information Communication Technology (ICT) incorporates any sort of programming and programming related exercises and arrangements, for example, ICT administrations, ICT applications, and programming items and inserted programming. Instances of ICT arrangements are redone programming improvement, versatile application advancement, web composition and advancement and the plan of charts and liveliness's. In that capacity, Information and Communication Technology (ICT) is an essential piece of business the executives in any nation of the world. It is

unavoidable for the smooth working of business independent of size and intricacy particularly in India where the nature of work is a worry. Writing audit shows that the utilization of ICT in SME area is more significant where little benefits may be multiplied (Plumb Lon, Zamfir Andreea, 2011). The investigation uncovers that ICT ought to be utilized more in SMEs inside the area of administrations. This end depends on a few premises: (1) inside the information based economy, SMEs from the area of administrations are confronting the two chances and difficulties because of the information and communication advances improvement; (2) ICT are today key devices in administration measures; (3) ICT could improve administrative acts of SMEs inside the area of administrations; (4) SMEs could utilize ICT to develop and to turn out to be more inventive; (5) ICT gives numerous advantages to SMEs inside the area of administrations; (6) the expenses of ICT selection in SMEs inside the area of administrations have a decent potential to diminish. Discoveries could give valid justifications for increasing the endeavors of advancing the utilization of ICT in SMEs inside the area of administrations and endeavoring to change

mindsets. SMEs inside the area of administrations should change their administrative practices by incorporating ICT in their everyday movement Rafi Ashrafi and Muhammed Murtaza, (2008) recognized that ICT use inside SMEs in Oman is moderate in like manner advances however restricted in the more complex advances like remote, information stockpiling and organization security arrangements. It was seen that Omani SMEs are adopting an extensive strategy to their ICT speculation zeroing in on both vital and operational parts of their business. The consequences of our examination show that Omani SMEs are making sensible interests in ICT and that there is unobtrusive rivalry among the SMEs.

The principle main thrusts for ICT venture was to give better and quicker client support, to remain in front of rivalry and following top administration procedure. The cutthroat methodology for most of SMEs was to give excellent items and administrations to their clients and to build up long haul associations with clients. Almost 50% of the respondents have acknowledged business advantages of ICT selection, for example, better client connections, expansion in income, and in lessening costs. 66% of the respondents are certain about expanding their business execution later on. With respect to hindrances to ICT speculation, three-fourths of the organizations feel that an absence of essential inner abilities is a significant boundary. The greater part of the respondents feels that the expenses of execution are excessively high. Absence of accessibility of applicable information and guidance on appropriate and powerful advances is likewise one of the significant hindrances. Different hindrances incorporate SMEs having no an ideal opportunity to carry out ICT projects, absence of top administration support, terrible involvement with the past and unofficial laws and prerequisites. These discoveries are reliable with different investigations for example (Harindranath et al 2008).

This accentuates the requirement for additional preparation offices in ICT for SMEs, measures to give ICT items and administrations at a moderate expense, and accessibility of free proficient guidance and counseling at sensible expense to SMEs. Our discoveries hence have significant ramifications for strategy focused on ICT reception and use by SMEs. The utilization of ICT to improve business development techniques of SMEs in Ghana The job of ICT in improving business conveyance administrations and advancements in SME is outlandish ICT gives the bedrock on which SMEs can assemble their business information frameworks pointed toward improving their business measures, client relations and productive conveyance of labor and products to fulfill the requirements of esteemed clients (Ben Ebo Attom, 2010). Giving an appropriate field of advancement in little enterprises for makes improvement technology with nearby conditions is thinking about the arranging prerequisites of the situated information economy evolving. ICT is the

arrangement (Shahram Gilaninia, Seyyed Javad Mousavian, 2012). Another examination inferred that According to the outcomes, an apparent advantage has a solid, critical connection to ICT reception. It is normal since past writing has reliably shown that apparent advantage impacts ICT reception (Syed Shah Alam, Mohd. Kamal Mohammad Noor, 2011). Another investigation revealed that there is a huge advantage of ICT venture on the organization benefit (Adewoye, J.O and Akanbi, T. A., 2012). SMEs with huge number of regulatory applications promptly support ICTs appropriation as an apparatus for the executives control, operational control and organization (Gyaneshwar Singh Kushwaha, 2011). It likewise distinguished that the SMEs in the agricultural countries ought to incorporate into the worldwide inventory network, bid for reevaluating businesses, and builds their own efficiency. The key for SMEs is that the information and communication technology gives such countless choices and roads to exploit such that huge business just can't or doesn't see esteem in. SMEs with huge number of managerial applications promptly support ICTs selection as an apparatus for the board control, operational control and organization. It is sure that the selection of ICT in Nigerian SMEs assists these SMEs with developing and increment their intensity.

The investigation affirms that ICT appropriation in Nigerian SMEs can help them to effortlessly measure and store information, speak with clients and business accomplices, etc subsequently aiding their improvement interaction (Idisemi Apulu and Ann Latham, 2011). The Malaysian examination discovered observational proof to help the idea that, regardless of by far most of the organizations previously utilizing PCs in their associations and being associated with the web are affected by ICT deficiencies, for example, worker PC abilities, absence of reception of web applications, data sets, and other business applications. Another fascinating finding is that, notwithstanding most of SMEs reviewed that utilization the web to collaborate with their providers; a similar SMEs were not keen to utilize the web for exchanges with monetary organizations because of saw worries over protection and security. This examination additionally found that there are various components that frustrate SMEs ability to utilize ICT in their association. Among the significant deterrents are account, representative instruction levels, specifically, according to ICT abilities, the significant expense of ICT framework and non accessibility of gifted human resources present significant difficulties for Malaysian SMEs in the selection of ICT (Ali S. Saleh, Lois Bargess, 2009). There is no huge effect appear to be on either e-business and on HRM systems of the associations of Pakistan. The likely purposes for the low adaption of e-business and execution on HRM procedures may shift fundamentally like

mindfulness, yearly pay rate, social and social impacts. They appear to be happy with the customary technique for the board procedures. They appear to be more agreeable without HRMIS in their associations (Asma Moomal, Maslin Masrom, (2014). Remembering this, this investigation targets recognizing the contemporary issues and difficulties of presenting ICT in business of India.

## **OBJECTIVES OF THE STUDY**

1. To describe the management systems of business in India;
2. To identify the impact issues and challenges related to the use of ICT on business management in India;
3. To give some suggestions to improve the probability for introducing ICT in business management.

## **RESEARCH METHODOLOGY**

This study attempts to identify the challenges and issues for using ICT in business management in India. To conduct the study, primary and secondary sources were used. Primary data were collected from the experience survey and the secondary data were collected from the books, magazines, research monographs and national and international journals. For surveying experienced persons, a checklist was used for the items related to the use of ICT and business management process in India. Only descriptive statistics<sup>1</sup> were used in this study.

### **Issues Concerning ICT-Use in Business Management**

In past times of India, land properties and their abundance were viewed as vital. Later on, modern upheaval changed this idea and presented technology at the assembling level of the organizations and large scale manufacturing began. As of late, information upset changed the entire thought regarding the abundance the executives frameworks in India which is currently called information and communication technology. The board of business in India is practically customary in nature. The greater part of the organizations are as yet utilizing customary frameworks for controlling the exercises of the business. Be that as it may, the present circumstance has been changing quickly. Presently, enormous companies are utilizing refined ICT in dealing with their exercises. However, the little and medium undertakings are not really utilizing the most recent ICT support in dealing with their exercises. This transformation urged the directors to gather, store, measure and appropriate information. This is only the mix of information and PC frameworks to change over contribution to yield

which is called information. Some significant issues concerning ICT are vital for the policymaker of India.

## **E- Governance**

India government stepped up and execute e-administration in 2001, however the execution of e-Governance in India isn't sufficient and the public authority isn't getting the full advantages of e-Governance yet for some reasons. The term e-Governance is the compelling and productive utilization of present day information and communication Technologies (ICTs, for example, Internet, LANs and Mobile Phones to improve the exercises of public area associations so as to build up great and straightforward administration and to advance vote based system for any country. The last unbiased of e-Governance is to make acceptable administration (Alam, M.J., 2012). The highlights of good administration can be distinguished as follows: (I) Transparency (ii) Efficiency (iii) Effectiveness (iv) Accountability (v) Justice (vi) Reliability (vii) Participatory Democracy (viii) Accessibility and (ix) Equity. For the most part, e-administration is made out of three segments, for example, government, resident and business houses. This implies, administration to government, administration to residents and administration to business. Administration to government is the non-business communication between Government associations, offices and specialists and other Government associations, offices, and specialists. For instance, city organization yearly financial plan rely upon the public authority. Administration to residents is the communication interaction of individual resident with the public authority and its various bodies and offices. For instance, installment of service bills, for example, electric bill installment framework utilizing cell phone is a typical. Installment of gas and different bills like installment to India Road Transport Authority by the person. Any resident can see the driving permit test's outcome or download the driving licenses Form utilizing India Road Transport Authority. Government can create and utilize more site for all areas of India to include the residents of the nation to make the fruitful e-Governance in the country. Administration to business is the communication between the public authority and the business or business houses to get the businesses information to frame or maintain the business. This collaboration likewise may include numerous reasons, for example, to set up an organization, NGOs or others business needs to utilize various kinds of structures. Most regular model is corporate expense paying framework to the public authority utilizing National Board of Revenue or applying for exchange permit from the public authority to maintain the business through web utilizing Office of the Registrar of Joint Stock Companies from the site. In India, there are a few issues to carry out e-governance at the public levels. The issues are (I) web availability (ii) web organization (iii) security



issues (iv) focal data set issue (v) issues in monetary areas (vi) utilization of PC (vii) mechanization in government area offices (viii) monetary issues (ix) public mindfulness about the public authority entrance and (x) absence of preparing of the clients.

### E-Commerce

Online business alludes to the purchasing and selling items and administrations over electronic frameworks through web and other PC organizations. Internet business includes carefully empowered business exchanges among the associations and the clients. The most famous vehicle of web based business are (i) electronic information trade (ii) electronic mail (email) (iii) internet (WWW) (iv) web applications and (v) network applications. The basic utilizations of internet business are (i) email (ii) venture content administration (iii) texting (iv) newsgroups (v) web based shopping and request following and (vi) web based banking. Presently, in the event that we see India, we'll see that the current circumstance isn't ideal for online business in India. The reasons are worried about the general advancement of ICT in the country.

### Management Information Systems (MIS)

The board information framework (MIS) comprehensively alludes to a PC based framework that furnishes directors with the instruments to arrange, assess and effectively oversee divisions inside an association. To give past, present and forecast information, an administration information framework can incorporate programming that helps in dynamic, information assets like data sets, the equipment assets of a framework, choice emotionally supportive networks, individuals the board and task the executives applications, and any electronic cycles that empower the office to run productively. Today, MIS is utilized in different settings and incorporates yet isn't restricted to: choice emotionally supportive networks, asset and individuals the board applications, project the executives, and data set recovery applications. Albeit the limits have gotten fluffy throughout the long term, ordinarily MIS actually covers frameworks that are basic to the organization's capacity to endure, including bookkeeping and request passage. Upper administration ought not dismiss this reality. In numerous businesses, MIS handles inheritance programming and equipment, coded by developers since a long time ago resigned, who left no documentation for the frameworks. The undertaking updates or modernizes these frameworks without a doubt, cautiously, and with high enthusiasm for the dangers implied. In any case, in the event that we take a gander at India and its businesses we'll see that MIS is not really practical in the country. Business houses are not utilizing completely mechanized MIS frameworks in India and as yet suing customary frameworks in controlling their and dealing with their exercises.

### Farming and Agricultural Development

India has a fundamentally agrarian economy. Agribusiness is the single biggest creating area of the economy since it involves about 18.6% of the nation's GDP and utilizes around 45% of the absolute workforce. The presentation of this area overwhelmingly affects major macroeconomic targets like work age, neediness mitigation, HR improvement and food security. An outcome from meeting and individual perception recommends that the telecentre projects had restricted effects regarding meeting some urgent rural information needs. Portable communication, PCs and web network can possibly convey the information. Be that as it may, the information content and the applications should be created through a granular perspective to accomplish the destinations of meeting the information needs of ranchers. The reasons could be ascribed by the (i) Lack of utilization of technology in the creation (ii) Financial and underlying relationship (iii) Natural Calamities (iv) Lack of haggling force of the ranchers (v) Lack of profitability of the ranchers (vi) Price and request variance in input market (vii) Lack of valuing information for the yield market and (viii) Lack of agrarian information.

### Health and Hygiene

In non-industrial nations like India, preventable sicknesses and unexpected losses actually exact a high cost. Imbalance of admittance to fundamental wellbeing administrations influences unmistakable districts, networks, and gatherings of people. Under-financing of the wellbeing area in many nations has prompted quantitative and subjective lacks in help conveyance and to developing holes in office and hardware upkeep. Wasteful portion of scant assets and absence of coordination among key partners have put forth duplication of attempts, covering duties, and asset wastage normal and inconvenient issues. Improving the wellbeing of people and networks, and reinforcing wellbeing frameworks, sickness location and counteraction are pivotal to advancement and neediness decrease. ICTs can possibly affect pretty much every part of the wellbeing area. In general wellbeing, information the executives and communication measures are essential, and are worked with or restricted by accessible ICTs. Exploration shows that that business model of India are bound to focus on a good populace, who can either pay a charge for the administrations, or empower a site to produce income from selling merchandise or administrations on the web. Despite the fact that it is feasible to consider the utilization of a stage to give cheaper administrations to poor people, the solitary such models accessible in India include giver financing.

## **Environment Development**

India is one of the countries generally defenseless against environmental change. It has three major stream frameworks, a huge deltaic floodplain, and a long coast, all powerless to visit floods, typhoons, flowing floods, saltiness interruption, and ocean level ascent. Various spaces of India have various sorts of natural dangers. For instance, the long seaside territory on the South experience high saltiness, immersion of grounds by flowing floods, typhoon or ocean level ascent, while some upland region at the northwest, upper east and southeast experience weighty precipitation in certain years. The Northwestern area is influenced by dry season and low precipitation (Mallick, Rahman, 2010). The private area in India tends to consider climate assurance as a corporate social obligation however not as a method of working together. This accepts climate more as a beneficent concern instead of part of supportable turn of events. There is an overall sense among private area bodies in India that businesses would lose their cutthroat edge if ecological concerns are incorporated into ordinary practice. Barely any organizations in India have stepped up in regards to their e-squander. Arrangements in India are created from a sectoral viewpoint. This messes up climate strategy improvement, which is probably going to be a cross-sectoral issue. For instance, the Environment Policy of India, 1992, covered very nearly 15 areas including agribusiness, industry, energy, wellbeing, and land and so on

## **Development of Manpower**

India is one of the rising nations on the planet from monetary and human advancement point of view. Information Communication Technology (ICT) assumes a huge part in creating human resources through acquiring a progressive change training framework exceptionally zeroing in on the improvement of country schools by the utilization of ICT in conferring instruction to the understudies of essential and auxiliary levels. The public authority of India has taken a few activities to incorporate ICT in schooling framework and one of these is to digitize the scholarly books both in essential and optional levels and disperse these the nation over with the goal that the understudies in country zones can download the books from the Internet at liberated from cost and subsequently work with the instruction framework. Government likewise gives preparing to the educators and other authority of the country school to urge them to utilize ICT for both scholastic and managerial purposes. This paper endeavors to distinguish the different effects of ICT on training frameworks zeroing in on the provincial schools in India (Arifur, et. al., 2013).

## **Infrastructure Development**

India is a nation of 1,000 waterways, huge and little, and the vast majority of its region is consistently overwhelmed during the storm season. This reality makes it amazingly troublesome and costly to assemble current transportation and communication organizations. The waterway boats and ships generally utilized for transportation are modest, yet lethargic and wasteful. The circumstance is additionally confounded by the way that the Indian government has strongly restricted assets for building new foundation as well as for keeping up the current one. From the provincial period India acquired immature and unevenly circulated foundation and transportation organizations. Poor and wasteful framework subverted the monetary improvement in the country, and as of late has the public authority had the option to address the issue efficiently and channel ventures towards extending its roadways, rail lines, seaports, and air terminals. All the more as of late, with worldwide help the public authority has additionally begun to modernize its telecommunications framework and present the Internet.

## **Challenges of Using ICT in Business Management**

However, for the development and introduce ICT in business management there are number of barriers which are often beyond the control of the managers. The important barriers for the development of ICT are outlined below.

## **Poor Telecommunication Infrastructure**

India was one of the principal nations in South Asia to permit private investment in its telecommunications area. Starting licenses were given in 1989 and private arrangement of administrations initiated in 1993. From that point forward, nonetheless, the speed of changes has been moderate, and the nation has fallen behind the vast majority of its neighbors with respect to execution in this area. Telecommunication administrations in India are immature and give probably the most minimal pace of phone proprietorship per 1,000 occupants on the planet. The biggest organization is the India Telegraph and Telephone Board (ITT), which appreciated a state syndication until 1972, when private administrators were permitted. As the vast majority of the telephone utility uses obsolete simple technology, the nature of telecommunication administrations is frequently poor and needing overhauls. In 2000 the nation had a simple 490,000 phone lines and 52,000 cell phones serving 129 million individuals. The public authority is intending to give phone inclusion of far off towns and towns that as of not long ago have had no phone associations. With global help and expanding private ventures, India is overhauling its

telecommunication framework, supplanting simple technology with computerized, presenting the Internet and email benefits, and growing cell portable administrations. The issues are concerning delays in doing National Telecommunications Policy (1998); rebuilding of the India Telegraph and Telephone Board (BTTB); absence of interconnection limit among BTTB and private cell organizations; advancement of worldwide longdistance administrations; rebalancing of duties; and impediments to general access.

## CONCLUSIONS

Occasional preparing as workshops and refinement programs on the advantages and the utilization ICT assets in business development systems ought to be coordinated by National Board for Small Scale Industries (NBSSI) for SME administrators to make more mindfulness to upgrade their readiness to establish ICT programs pointed toward improving their business activities;

There ought to be an exhaustive exertion to found ICT preparing programs at the different levels of the instructive progression. ICT ought to likewise be made mandatory at the essential and second cycle schools to prepare more understudies to expand ICT specialized students and experts to fill the ICT work market;

The public authority on its part, start uncommon motivator plans, for example, charge occasions, free PCs and other ICT assets to urge SME administrators to promptly acknowledge to utilize these assets to improve their business exercises;

A unique advance plan ought to be started mutually by the public authority and the different business and venture banks to give simple admittance to credit offices that will assimilate the underlying high speculation cost of carrying out ICT project;

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