Information Technology in the Global Business Context

Taking on the Challenge of IT Management in a Global Business Context: The Alcan Case - Part B

Benefits to Organizations
Organize Information Overload

Improve supply-chain communications

- Email, texting, voice messages
- Apply to: operations
- Marketing, sales, finances
- Distributors, customers
- Mobile responses

Improve Online Interactions

- Discussions Engagement
- Team Individual Responsibility
- Face, voice, and gestures

Variety of Interactive Methods

- Free
- Easy to find
- Easy to use
- Useful
- Memorable

Technology Acceptance Model

Acceptance

Training   Slideshare   Prezi   Videos   Blogs   Websites

Cutting Edge Technologies

Twitter   Social Media Networks   Knowledge

Facebook   LinkedIn   Digg   Second Life

Ten tech-enabled business trends to watch (McKinsey Quarterly)

Important to assign the responsibility for identifying the specific implications of each issue to functional groups and business units.

Trend 1: Distributed cocreation moves into the mainstream

Trend 2: Making the network the organization

Trend 3: Collaboration at scale

Trend 4: The growing 'Internet of Things'

Trend 5: Experimentation and big data

Trend 6: Wiring for a sustainable world

Augur far-reaching changes in the business environment that could require radical shifts in strategy.

Trend 7: Imagining anything as a service

Trend 8: The age of the multisided business model

Trend 9: Innovating from the bottom of the pyramid

Trend 10: Producing public good on the grid

Using technology to improve communities and generate societal benefits by linking citizens, requires action by not just senior business executives but also leaders in government, nongovernmental organizations, and citizens

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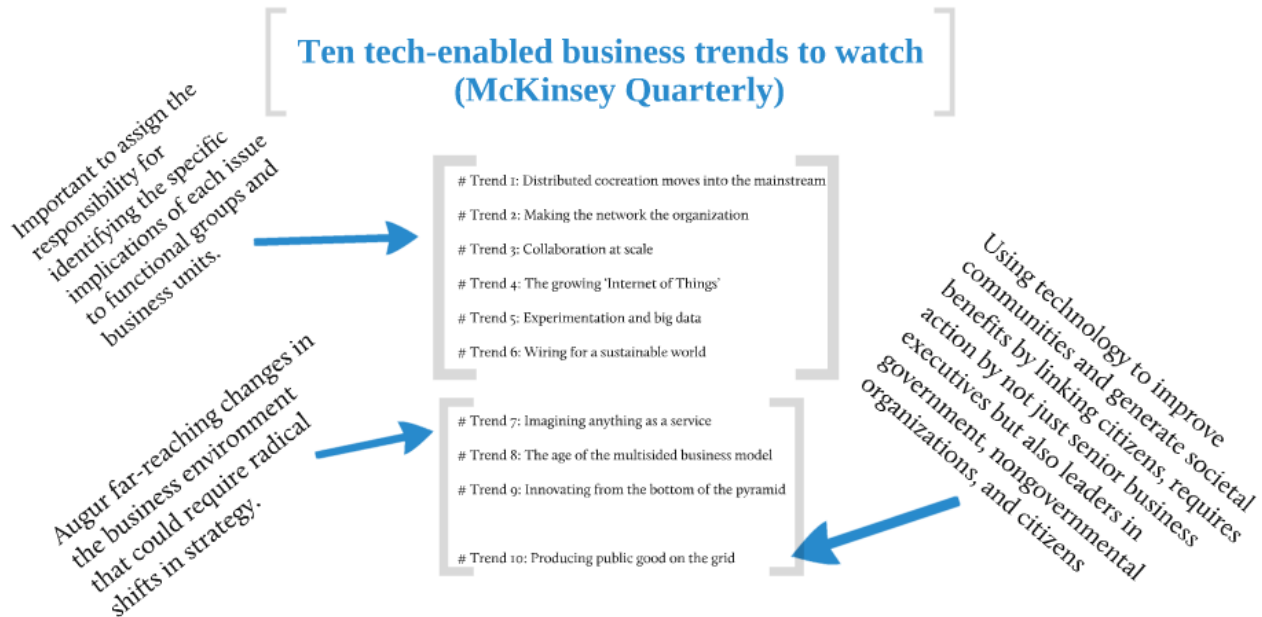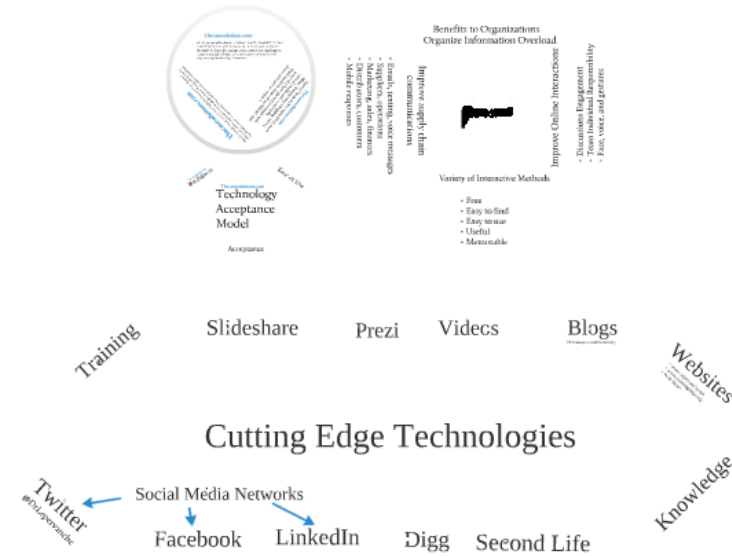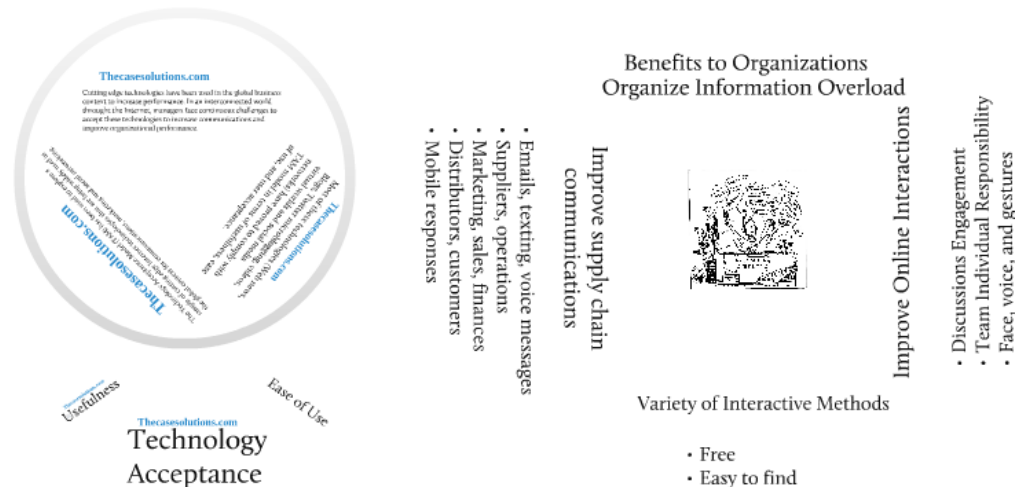
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Cutting edge technologies have been used in the global business context to increase performance. In an interconnected world through the Internet, managers face continuous challenges to accept these technologies to increase communications and improve organizational performance.

Usefulness

Ease of Use

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Technology
Acceptance

Benefits to Organizations
Organize Information Overload

- Mobile responses
- Distributors, customers
- Marketing, sales, finances
- Suppliers, operations
- Emails, texting, voice messages

Improve supply chain
communications

Improve Online Interactions

- Discussions Engagement
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The Technology Acceptance Model (TAM) has been used to explore a sample of cutting edge Internet technologies that are being widely used in the global context for communications, marketing and social networking.

Most of these technologies (Web news, Blogs, Twitter microblogging, videos, virtual worlds and social media networks) have proved to comply with TAM model in terms of usefulness, ease of use, and user acceptance.

Technology Acceptance Model

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Usefulness