TECHNOLOGICAL DEVELOPMENTS IN BUSINESS MANAGEMENT

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Abstract- New technological development puts new demands on companies, or provides new possibilities for developing or improving market activities as well as products. This paper provides a broad overview of how information technology (IT) impacts organizational characteristics and outcomes. First, based on a review of the literature, we describe two of the principal performances enhancing benefits of Information Technology: information efficiencies and information synergies, and identify five main organizational outcomes of the application of IT that embody these benefits. We then discuss the role Information Technology plays in moderating the relationship between organizational characteristics including structure, size, learning, culture, and inter organizational relationships and the most strategic outcomes, organizational efficiency and innovation. Throughout we discuss the limitations and possible negative consequences of the use of IT and close by, considering several key areas for future research.