Title page

Information systems

IT allows organizations to remain competitive in the changing market conditions because it allows integration of new technology that is required for attaining time efficiency. One of the most powerful benefit of technology is to bridge the gap between business and customers. This is because conducting market research has become more easy with technological tools and platforms. By conducting online surveys the companies can get better information about customer preferences and their buying attitudes. This also help companies to identify needs of stakeholders and manage its resources more efficiently (Gluck, Kaufman, & Walleck, 1980). It is important for SewWorld to read the articles because they highlight reasons for integrating technology.

A company can use IT for innovating in creating new designs that will allow it to capture more customers. Tacking business related problem in an innovative way is also possible with technology. New creative designs help companies in introducing unique products that increases the possibilities of targeting larger customer base. Innovative technology is also integrated for assuring provision of efficient services to the customers. There are many other ways that makes technology an essential feature of the organizations operating in the current world. Cloud computing is one of the significant features of technology that helps in data management. It improves scalability, reduces IT related costs and offer automated access to the staff. Organizations integrate cloud computing for establishing efficient communications among departments and employees (Rezvani, Gilanini, & Mousavian, 2011).

Another feature of technology that allows organizations to attain competitive advantage is online marketing. Integration of technology has permitted companies to target wider customers through social media channels. This is useful for attaining competitive edge because majority of the world’s population is using social channels regularly (Gupta, K.Malhotra, Czinkota, & Foroudi, 2016). Without technology survival of companies in the modern age is not possible. These platforms are also effective for promoting products and services.

References

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