

A STUDY ON IT STRATEGIES IN ORGANIZATIONS

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ABSTRACT

The implementation of strategy, directly or indirectly, relates to all facets of management. Therefore, it is essential to follow a holistic approach when analyzing and evaluating complex issues of implementation. However, research in this area is still limited, and offers few practical propositions. Given this situation, this article proposes an implementation framework by identifying key elements/factors of implementation and categorizing them into different groups depending on their role and importance. The role and importance of each implementation factor, as well as its relationship with other factors, are explained. It is believed that the framework developed in this article can assist executives and researchers to better understand and evaluate complex factors of implementation and deal with challenges from a holistic perspective. Suggestions for practice and future research are also given.

Keywords: holistic approach, assist executives, researchers

1. INTRODUCTION

I believe that digital marketing is here to stay, and this internship proves that point. It is not only ad placements in portals that are part of digital marketing, but integrated services and integrated channels. In order to reach their target audience and develop a reputation for themselves, marketers make appropriate use of these components. In today's digital world, the brand stewards aren't marketers; they're the people who are connected across all of the many digital platforms.

Brands are working to improve their online presence because customers prefer digital media over conventional media. Consumers are avid readers, therefore businesses must use digital media to maintain two-way communication with them.

Digital media is the best approach to transform a product into a brand. Because it's less expensive and provides a broader variety of opportunities for businesses to interact with their clients. Brands can successfully interact with their target audience via digital media. Digital media may be used by brands to bring in new customers or hang on to their present ones. The utilisation of digital media may help boost brand recognition among certain groups.

Due to the increasing relevance of digital agencies in the market today, it is critical for them to have a strong online presence that makes money with minimal expenditures.

It is my sincere hope that this research will assist you in better understanding and preparing for the future of digital marketing as it now exists.



Fig1.0IT strategy Elements(Henderson &Jason, 2008)

IT/ISSTRATEGY: PAST, PRESENT AND FUTURE

A strategy is a way of doing business from a broad standpoint (Gebauer, 2011). To understand a company's strategy and then devise a plan to support it was the original goal of an IT department. The strategic contribution of Information Systems (IS) is sometimes overshadowed by IT managers' lack of awareness of company strategy and their inability to appreciate IT's potential. As a result, formal IT strategies tended to focus more on tactical demands and operational integration possibilities than on supporting corporate strategy (Burgelman & Doz, 2003).

2. REVIEW OF LITERATURE

ARTICLE: 1

TITLE: A framework to implement strategies in organizations

Author: Fevzi Okumus

Source : International Research Journal of Engineering and Technology (IRJET)

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ARTICLE: 2

TITLE: A Systematic Review of the Literature on Digital Transformation: Insights and Implications for Strategy and Organizational Change

Author: André Hanelt

Source: International Journal of Creative Research Thoughts (IJCRT) www.ijcrt.org

In this article we provide a systematic review of the extensive yet diverse and fragmented literature on digital transformation (DT), with the goal of clarifying boundary conditions to investigate the phenomenon from the perspective of organizational change. On the basis of 279 articles, we provide a multi-dimensional framework synthesizing what is known about DT and discern two important thematical patterns: DT is moving firms to malleable organizational designs that enable continuous adaptation, and this move is embedded in and driven by digital business ecosystems.

From these two patterns, we derive four perspectives on the phenomenon of DT: technology impact, compartmentalized adaptation, systemic shift and holistic co-evolution. Linking our findings and interpretations to existing work, we find that the nature of DT is only partially covered by conventional frameworks on organizational change. On the basis of this analysis, we derive a research agenda and provide managerial implications for strategy and organizational change.

ARTICLE: 3

The extensive and diverse literature on DT, however, suffers from a lacking common agreement on exactly what DT is (Warner and Wäger, 2019), and what it encompasses (Wessel et al., 2020). Systematic reviews or meta-analyses are rare and narrowly focused (e.g., Schallmo et al., 2017), or come from outside of the field of management (e.g., Vial, 2019).

Despite this lack of clarity surrounding the phenomenon, a common theme in the current debate is that due to the proliferation of digital technologies – defined as the combination and connectivity of innumerable, dispersed information, communication and computing technologies (Bharadwaj et al., 2013) – contemporary organizations are both affected and need to adapt (e.g., Correani et al., 2020; Verhoef et al., 2019; Weill and Woerner, 2018). Therefore, the phenomenon is naturally connected to the topic of organizational change, viewed as a ‘difference in form, quality, or state over time in an organizational entity’ (Van de Ven and Poole, 1995, p. 512).

Thus, we define DT as organizational change that is triggered and shaped by the widespread diffusion of digital technologies. Such a view enables us to potentially explain the phenomenon of DT and its management in business practice by drawing on the robust and diversified knowledge base relating to organizational change and innovation (Poole and Van de Ven, 2004).

OBJECTIVES:

The objectives of this study will include:

- Improve the organization's usage of technology.
- Assist firm management and employees to be more satisfied with IT.
- Ensure the successful completion of important initiatives.
- Set the stage for future advancements in technology (R&D).
- Boost morale, growth, and retention among employees.
- Campus operations should be improved as a result.

3. RESEARCH METHODOLOGY

Need For The Study

- To research fast change in technology is continually evolving and changing swiftly.
- To analyze the strategy and future goals of IT/IS.
- To explore how strategy determines direction for IT operations in a company .

Scope Of The Study:

Developing an IT/IS strategy that can be backed by a business plan is essential in today's enterprises. However, enterprises have yet to understand how to establish and execute an efficient IT strategy in light of the ever-changing business environment and the endlessly developing IT.

Methodology

Accuracy in research requires extensive knowledge of the topic matter. As the project's primary goal is to learn about the IT strategy of the company's current rivals in the field of information technology, Using primary data, we were able to gather the most up-to-date and accurate firsthand information possible as part of our study process. Where original data was insufficient, secondary data was consulted.

The following methods were used to gather primary data:

Questionnaire

Method Direct Questioning and Questioning

Inquiry-Based Learning

The questionnaire approach was the primary instrument used. A formal face-to-face interview was conducted as a follow-up to the previous direct interview style. Finally, the questionnaire approach has been used in conjunction with the observation method, which involves the participant paying close attention to the immediate surroundings while at work.

Sources that are not primary sources.

Secondary sources, such as consumer surveys, newspaper advertising, automobile newsletters, and so on, were used to gather the data.

TOOLS

The main tool used was, the questionnaire method. Further direct interview method, where a face-to-face formal interview was taken. Lastly observation method has been continuous with the questionnaire method, as one continuously observes the surrounding environment he works in.

Limitations Of The study

- The sample size is too small to accurately represent the views of the whole company.
- Neither Tech Mahindra nor any other company should release all of the company's financial facts to investors in the stock market.
- There is a time constraint, since no one can learn thoroughly in a short period of time..
- There was a distinct lack of enthusiasm among workers for answering open-ended inquiries.

4. DATA ANALYSIS & INTERPRETATION

EMPLOYEE RECOGNITION INCREASES RETENTION

Employee appreciation at many firms seems to be at an all-time low point right now. Unfortunately, many managers fail to see the value of publicly praising the efforts of their employees and expressing gratitude for a job well done. There are many who may wonder why they should acknowledge their staff when they are only "performing their job."

One of the most cost-effective and simple strategies to increase employee retention is to reward your staff for their efforts. An investment of time and money by a management may provide enormous returns. An employee's excellent conduct is encouraged and rewarded by recognising their achievements. Members of a team who feel recognised are more likely to continue their conduct and even put in more effort than they were before. People are more likely to stay with a company when their bosses know how important it is to publicly acknowledge their workers' accomplishments. It's entirely up to the employer how they want to show their appreciation for their employees. Using these tips, you can reward your employees for a job well done and boost morale at the same time.

Team morale may be dramatically boosted with as little as a "thank you" or "good work" provided often. The fact that you took the effort to visit a coworker at his desk and deliver a message in person is often tremendously appreciated.

Send a thank you card or e-card. Keep a copy of the thank-you note and a note explaining why the employee was recognised in the employee's file as well. Do not forget to let the employee know that her efforts are not in vain.

When an employee goes above and beyond to see that a job is completed, it's a great idea to give them movie tickets, gift cards, or an engraved present.

- The team member's effort should be publicly acknowledged by members of the management team. In doing so, it might lessen the impression that their superiors are solely responsible for their success.
- Appreciate long-term service and surpassing expectations. In the corporate newsletter or during a staff meeting, mention the team member's hiring anniversary, major contract win, or exceeding of a sales target.
- Recognize your employees when they are present. When hundreds of coworkers get together, not everyone wants to be singled out, but for some it would be the highlight of their week. Depending on the generation, the method used to recognise team members may differ substantially. If you put a baby boomer in front of a room full of strangers, they may be embarrassed.

STATEMENTS OF RETENTION MAKE A DIFFERENCE. INCOME INCREASE

Any skilled HR manager understands that employee happiness is critical to a successful staff retention strategy. However, few managers are aware of the influence that staff contentment has on customer satisfaction and eventually corporate revenues. One may think that organisations with more contented workers will see an increase in sales and better customer service, and as a result, an increase in profits. However, few companies have examined this premise to the level that Sears, Roebuck and Company has done. Sears has put this prevalent belief to the test, and the findings are fascinating to say the least. When Sears lost over \$4 billion on more than \$52 billion in retail sales in 1992, it was the worst year ever. Retail behemoth faced some of its most challenging moments in the early and mid-1990s, which tested the commitment of both management and staff. During this period, the firm was in disarray, with poor morale, declining sales, and a dwindling bottom line. Contrary to over a century of excellent success, Sears was in dire need of a change of direction. Something has to be done quickly for Sears!

First, Sears identified three important objectives: establishing a compelling workplace, a compelling shopping experience, and finally a compelling location to invest. The employee-customer-profit chain was employed to develop these goals. It's like a flowchart that shows how staff attitudes and contentment affect customer satisfaction, which in turn affects revenue and bottom-line profit generation, as seen in this diagram.

5. CONCLUSION

IT advancements have a significant impact on how firms function both inside and internationally. The increased power that customers now have as a result of modern technology exacerbates these impacts even more. In order to remain relevant and avoid being overtaken by market innovators or disruptors, organisations must be aware of how to successfully use information technology. Information technology must be part of their overall strategy and not a stand-alone piece. The Strategic Alignment Model, for example, soon becomes out of date due to the rapid evolution of information technology. It was found that companies need to shift towards more digital processes and business models, largely because they enable the company to be more flexible in its strategy and responsiveness to market dynamics..

6. REFERENCES

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