Success in incorporating it in business essay

Incorporating information technology into business operations has been the recent trend in the business world. Capital expenditure for IT investment has been growing for years and there is substantial evidence which prove that companies who have invested in IT infrastructure have attained positive results. There are four complementary factors that determine the success of a company's IT investment. These four factors have been the focus of academic inquiry from various disciplines, emphasizing the growing importance of IT in the business world (Aral & Weill, 2006).

The first one focuses on the importance of choosing the right portfolio of IT investment. A portfolio could be described as the list of possible investment open to a company and there is various kind of investment. Since the investment is intended for IT infrastructure upgrades, it is safe to assume that the portfolio investment would fall on the long term category. Putting aside the investment discussion and taking into consideration the current economical and even political climate, choosing the appropriate IT upgrades would play an important role in attaining success in business operations. Furthermore, IT investment would prepare companies from the unexpected IT-related changes that could happen from time to time (Weill & Broadbent, 2003). The second one highlights the role of making the organizational and process investment that would greatly complement the IT investment that the company has undertaken (Brynjolfsson & Hitt, 2000).

The success of IT investment could be improved through appropriate changes business process, organizational structure and employee compensation process. Simply upgrading or purchasing IT infrastructure does not guarantee an increase in sales or revenue of companies. IT

infrastructure is after all, a program and could be considered as a machine that is essential for work. Adjusting the working environment in order to cope up with the advancement and changes that IT infrastructure would bring could be a necessary step in attaining success in business operations (Dhar & Sundarajan, 2007).

The third one focuses on gaining user acceptance and adoption of the systems that comprise these investments, and instituting processes, cultures, and practices that facilitate such acceptance (Davis, 1989). Just like the last one, this third factor emphasizes the needs for companies who invest in IT systems to adjust their working environment in order to compliment the upgrades that were done. The last one focuses on IT governance (Weill & Broadbent, 2003). IT infrastructure no matter how efficient, is still considered as machines and software intended to help in business operations. In this sense, it is wise to say that business executives and other company workers are still in charge of making decisions that would affect the future of the company. IT governance makes sure that business operations would not be stopped or disturbed during unexpected events in the business world.

Anticipating the future demand of its customers and aligning the company's interest with the current business needs are still considered as the top priorities of every CEO (Hoque et al, 2005). As technology reaches greater heights, information technology becomes increasingly viable to business operations. Even at offshore locations, information technology plays an important part in meeting the demands of the market. The technological invariants that have been discussed earlier have also suggested that IT

infrastructure has been commoditized over time, making transactions much easier and affordable for most consumers (Dhar & Sundarajan, 2007). ConclusionIn the previous paragraphs, the advantages of incorporating information technology to business operations has been discussed. Firstly, the idea to incorporate IT in business schools' curricula proved that the business world is currently heading to a path where it would rely heavily on the flow of information within enterprises (Cooley, 2005).

Business school professors have understood that in order for their students to be effective and useful after they graduate, it is essential to instruct general theories that would last longer than facts and context. Second, it has been discussed that the business world continues to become more information oriented and that changes in Business atmosphere is cause by IT related transformation. Since information plays an important role in the contemporary business world, it is wise to consider that collecting, organizing and use of appropriate information at the right time could have positive effects to the company's bottomline (Agarwal & Lucas, 2005). In this case, it is wise to invest in improving or incorporating IT systems for enterprises. An effective IT infrastructure would provide the company necessary provisions for turbulent times, allowing the business executive to make decisions without sacrificing too much. Furthermore, effective management skills especially business executives who take into consideration the current status of IT and its connection with the business world, could effectively steer the company amidst turbulent times.

Furthermore, business executives with a background in the field of IT (not necessarily a graduate in the field of IT), could use this advantage in

formulating business models that could be effective in critical situations. Lastly, it would be wise to align the firm's strategy with the company's current IT infrastructure; doing so would allow the effective use of the IT system and personnel without putting too much effort in it (Agarwal & Lucas, 2005). Although those things that have been mention in the last paragraph have proved that it is indeed of utmost importance that information technology be incorporated in business operations, there are still industries and business experts that pay little attention to this growing development. This obstacle could only be surmounted by using IT research and relevant practice in business operations from companies who support incorporating IT within a firm's performance. The central focus of this paper is to show and emphasize the importance of information technology in business through educational and empirical content of importance. In its history, several research studies have already been published concerning the importance of IT in business however; the nature of business could not be changed suddenly even though evidences have already shown that the business world is headed toward the direction where it is necessary to rely in IT in order for the company to find success.

Changing this perspective would require a deeper understanding and collective answer from a variety of reference disciplines. To conclude, changing the educational curriculum of business school would slowly change this kind of perspective and at the same time would train future business executives about the importance of IT in business. ReferencesAgarwal, R. & Lucas, H. (2005).

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