

Masc case study

[Business](#)



latently the key players in the case and describe their respective roles.

Are these the right roles? What roles in particular should be modified? How might such role modifications be accomplished? Rhea key players are Wellingtons, Leister, Kopecks, Hedges. Wellingtons is president of MASC. he became an aggressive advocacy organization for business community.

Leister came to MASC. in December 2000 and was appointed as Vice President of Marketing and Membership, he worked hard for the success of the company.

Simon Kopecks the computer science graduate had no experience in information systems but struggled hard to understand the software for which there are no documentation. Hedges the vice president of public finance is mainly responsible for failure of MASC. because of his lack of knowledge in information systems. 2. Focus on the role of the software vendor? Unitary Software Corporation.

Was it an appropriate role? Did Unitary act responsibly? Rhea role of Unitary software corporation was appropriate because it was a developing footwear during that time. UT it is the mistake of MASC. in selecting the software Inch doesn't fit for their work. How much is Kopecks to blame for this situation? Kopecks, although he do not have knowledge in information system he struggled hard to learn. He tried to convince MASC.

not bring unitary software but he failed in doing so. Hence I think kopecks is not responsible for this situation 4.. One of the recurring themes of this book is the importance of information systems politics.

To what extent does IS politics explain the situation that has developed at the Monmouth Chamber of Commerce? Information system is necessary for every company in working effectively.

In this case of MASC. we came to know that if it had information system it would not have faced this problem. 5. The case involves what appears to be a fairly routine use of information technology to support a service organization. Yet the Monmouth Chamber of Commerce encountered major problems in bringing up its new system.

Is there a lesson here or organizations seeking to adopt new information technology? What is it? Through this case we came to know that MASC.

lacks complete evaluation of new software, proper planning , effective resources, person with IT knowledge . If it had all these it would have flourished . 5. What should Leister do n Leister being the vice president of Vice President of Marketing and Membership should introduce information system politics into MASC.. He should hire new modem to allow unitary experts to access new systems.