

Effects of advancing communication technology on business essay sample

[Economics](#)



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Since the beginning of industrial revolution, people have applied advanced technology and communication to business which plays a significant role in modern economics. It is becoming increasingly difficult to ignore the rapid growth of advanced communication technology in business. Moreover, Mayo-Smith (2010) suggests that companies should incorporate the rule of using advancing communication technology to build a favorable relationship with clients. For example, use the internet, to collect full information and respond to all incoming communication.

Therefore in a modern world people should use advanced communication technology to equip companies. Firstly, owing to the fast development of society, people engage in business become richer than ever, however, poverty still exists relatively. Secondly, different people hold different views about kinds of modern work. Thirdly, companies gain a huge profit from application of computer. Moreover, the internet becomes the major power in business communication. Finally, instant information is also a factor which influences business. The aim of this essay is to analyze how the positive and negative effects of advanced communication technology apply to business.

Business has become increasingly formal and international. Therefore more advanced technology is an obvious feature in modern business. Using advanced technology, quantities of work can be reduced. Moreover people can enjoy a cleaner environment in the work place. Furthermore, business is a trend of globalization which links with different countries and promote development together. For example, since China joined the WTO, the economy of China has increased dramatically. Chinese achieve opportunity to develop business globally. It makes several hundred million people rose <https://assignbuster.com/effects-of-advancing-communication-technology-on-business-essay-sample/>

out of poverty. Stiglize (2006) points out that China is a different developing country. China has already achieved a significant success in economic development. It can be owed to the open market to the world. In addition, Johnson and Turner (2003) support that China aims to promote the international trading system and meet the demand of goods from other states, which permits China to export and encourage an increase of people's living standards. That is more advanced technology contributes people who works on business to be richer. By contrast, the reduction of kinds of jobs leads some people to poverty. The advanced technology allows some jobs to be replaced by machines. In addition, some businessmen promote modern practices in farming and fishing that make small farmers gain less profit than ever. As a result, when many people gain more advanced skills, it can prove ineffective due to the automation of equipment.

According to Adam Smith's research, how division of labor can improve productivity is an important topic in economics. Smith investigated the relationship between the types of work breakdown and changed output of production process of pins, and found that the division of labor can increase productivity in business (Smith, 1723-1790). Due to the division of labor, some works become a single task in modern society.

Workers just consider repeating the simple and single work every day, not as before that they should complete the entire production. There are many advantages of division of labor, for example, workers are trained in one task and specialized in this skill. Focus on strengthening the individual skill increases efficiency and output, less time is wasted on moving from one

workbench to another. Therefore some people enjoy this simple life. It means that they only need to pay attention on their own task instead of learning the full processes of production. However some people hold a pessimistic view of life. The most important reason is that they repeat a single task day after day which is less meaningful for them. Thus, under the premise of the division of labor, people who work on business should coordinate the relationship between different employee emotions and positions to improve efficiency.

It is a commonly belief that computers are ubiquitous and it can replace manpower in some cases. As a product of the development of advancing technology, computers play a significant role in modern business. Computers have the capacity to make accurate calculations and make some predictions about business from a large amount of information. Therefore computers are a valuable technology for replacing the labor. Delone (1988) supports that computerized systems contribute to solve perplexed problems on business and thereby improve prospects for success.

Delone (1988) also argues that the cost of business computer has been reduced to a point where the majority of enterprise can afford and it encourages saving the cost of person substantially for their processing needs. For example, the cost of employing workers in developed countries is expensive. Therefore many companies move factories to other place such as China or India in order to gain more profits from the business (Noel, 2004). Thus, using computers can reduce the labor cost. In contrast, the problem is obvious. With the wide use of computers, people lose the chance to

communicate face to face. The lack of personal one to one interaction has caused many problems, such as misunderstanding. Moreover, some companies have established an unreasonable rule that everyone should make an appointment online even though you arrive at the company.

It is an important way to communication via Internet, and also it is a vital function of computer applies to business. Chaffey (2009) states that the internet enables communication between millions of connected computers world widely. Through the Internet, people can contact with others more convenient, and it is an effective approach to link customers with companies or business with business. Marken (2006) suggests that ' Internet take possession of a pervasive force on business and e-mail has become the basic form of business communication.' In addition, internet communication provides unprecedented opportunities to reach markets around the globe economically and quickly. On the other hand, a major problem with this kind of application is about a poor understanding of communication. Clear (1998) argues that missing and secure of data hamper the communication. Moreover communication itself exist gaps between different cultures globally. Communication via Internet such as e-mail does not provide requirement for people to recognize the facial, vocal or body language cues. All these lead to misunderstanding. Furthermore, an increasing number of people communicate via the Internet in business and to an extent this may lead people to lose the ability to hold a really conversation.

Instant information makes a big difference in business. It contributes to find the opportunity on business for people. Providing timely information to

clinical questions creates a highly positive impact on decision-making and a high approval rating from participants (McGowan et al, 2008). Companies aim to maximize the benefit, thus achieving valuable information is particularly important. Because, the firm grasps more information means it can take a favorable advantage to achieve opportunity of business compare with others. Contrastingly, instant information can encourage instant decisions, thereby not allowing time to consider the consequences of instant communication. Therefore, companies need an intelligent leader to finger out the direction of progress by choosing and collecting the useful information from a vast amount of information and make a right strategic decision. However, if the leader of the company does not have the ability to make a correct decision in limited time, the company will fail to grasp the opportunity. Moreover, Chaffey (2009) argues that opportunities have to be balanced against the risks of making unreasonable decision on business. As a result, instant information may cause companies to take a position which disadvantages the competition.

In conclusion, advanced communication technology has obtained praise from different kinds of companies. They all reach a common consensus that advanced communication technology is a vital part in modern business and improves the development of society. From the analysis above, this essay highlights that there is a strong connection between advanced communication technology and business. In terms of modern business, excluding the lack of jobs in some areas, people who devote themselves to business receive a reasonable salary depending on advanced communication technology.

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Therefore these people gain more benefits from the comfortable lifestyle. On the other hand, there exists a negative view of people towards the easy-life. Moreover, this essay stresses the significant meaning of computer application in business. Not only could computers substitute the labor of people, but also computers are an essential technology for communication. Although there are some obstacles in communication, people should owe the significant successful in business to computer. Furthermore, instant information is also a considerable factor in business. It supports companies which grasp the opportunity to achieve success. Nevertheless, decision made without enough time given can lead to an uncompetitive company. The evidences have presented in this essay seem to suggest that the increasing pace of advancing communication technology will continue to present companies with problems in various aspects within the modern business environment.

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