

# Supporting activity

Technology, Information Technology



Supporting Activity Supporting Activity The information technology systems of businesses today are greatly impacted by the latest trends such as mobile computing, Web 2. 0 and social media. Mobile computing is “ a generic term used to refer to a variety of devices that allow people to access data and information from wherever they are” (Bucki, n. d.). Nowadays, having no cellular phone or a laptop would render one ineffective in doing business. There is a growing trend of work-from-home employees because of mobile computing. One can run a business with just his laptop, smartphone or tablet beside him. Mobile computing has resulted in a marked increase in productivity of employees because of their easy access to data which they need.

Web 2. 0 is another development whose impact in the information technology of companies cannot be undermined. “ Web 2. 0 is the popular term for advanced Internet technology and applications including blogs, wikis, RSS and social bookmarking” (Rouse, 2011). With Web 2. 0 employees gain an easy access to various business applications which the IT department can benefit from. Web 2. 0 allows for people to create, work together, edit and share user generated content online; thus, making it easier for the IT department to disseminate information.

Aside from mobile computing and Web 2. 0, social media networks such as Facebook and LinkedIn are used by some organizations to reach out to their customers. Inter-office memos are sometimes broadcasted through social media networks because of its accessibility to everyone.

As more advances in technology are developed, the information systems of corporations are also enhanced leading to a more efficient and accurate

transfer of information. These new trends are reshaping the manner of doing business today and in the future.

#### References

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