

# Transforming Business And Society: The Impact Of IT

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## ABSTRACT

*Business operations and processes are revolutionizing at a rapid speed and as we continue to dive into this digital age, it is of great importance to understand the impact Information Systems and Technology has on a society as a whole, the world of business, and Main Street. With this in mind, it's clear to see that technology solutions must conform, attribute to, and honor the triple bottom line - people, planet, and profit.*

**Keywords:** Information Systems; Technology; Sustainability

## INTRODUCTION

*B*usiness operations and processes are revolutionizing at a rapid speed and as we continue to dive into this digital age, it is of great importance to understand the impact Information Systems and Technology has on a society as a whole, the world of business, and Main Street. Now more than ever, the world has placed technology at the center of all things possible; anything foreseen by our business and political leaders includes the implementation of technological tool(s) that are used to support the sought after initiative. Innovation is what gears sustainable businesses and if an individual wants to stay abreast of what's happening in the world, they, too, must embrace technology. Incorporating technology into our everyday lives and/or business practices/operations is a must in order to compete and to add value. Your personal ability and your company's ability to exploit and exemplify the true essence of technology give you a competitive advantage, not just in business but in life.

## Status and Impact

Information technology allows organizations to conduct business in fundamentally different and more operative ways. The advancements in technology have not only threatened a company's competitiveness and industry position but, more importantly, it has tested their survival. Moving forward, business executives must recognize the incredible potential of technology in creating business advantages and assume leadership roles in defining and executing technology and business strategies. The challenge our business leaders face is the ability to drive common processes across all businesses and/or brands. To encourage this commonality, business leaders have immense opportunities to inject the proper technological tools within the core of their business to drive continuity, better manage change control, project management, and ultimately increase the quality of the services being offered.

As Information systems and technology continues to become a prevalent force in organizations, we must consider its impact on organizational productivity, individual performance, and society as a whole. As you devise a strategy and plan to implement it into your organization and/or department, the notion of employee resistance and possible inability to adapt to change has to influence your decision-making. User satisfaction, system usage, and individual impact are some good metrics to use when trying to gauge the relationship between IT acceptance and its impact on the individual user. While society, industry trends, and the "market" have led us to believe that information technology is a rewarding strategy, understanding the degree to which such investments positively affects the individual and firm remains chiefly unexplored or has been handled with a short-term resolution, leaving the root cause at the foundation of business operations and processes.

Individuals like to feel empowered and technology solutions should assist in this effort and concentrate on one's tasks and obligations to make them faster and easier. While technology makes business faster, life accelerates and becomes more pressuring; it's possible for some individuals to lose their sense of hard work and diligence. The best way to measure technology and how it fits a job is at the user level. Conducting that survey to the agents is multi-dimensional. Capturing the voice of each individual agent is critical, but once all feedback is received and assessed, what's done with it is essential; the next step is continuous and you must illustrate to employees how they link to the strategic plan and any technology initiative(s) that may impact and influence them...show and create value to connect people and systems.

The following quote speaks to the dual principle of technology and society and should be considered when developing your strategy and throughout the implementation phases of your information systems and technology projects. Understanding the impact that information technology has on a society is of great importance; this knowledge gears doing the right thing right the first time around.

*Information technology is transforming our society. Yet technology does not arise in a vacuum but is shaped by the society from which it emerges. Technology and society co-evolve, so that you cannot fully understand one without knowing something about the other...technology drives social change, society shapes technology, and technologies can be used to address grand social challenges.* (Center for Information Technology Policy, 2011)

With the above notion in mind, companies have emerged from bankruptcy with a newfound sense of hope, energy, and gratitude. We recently witnessed society, as a whole, nearly collapse in a reflection of the Great Depression. Since the Financial Crisis of 2008, many of our financial, mortgage, and automotive institutions have managed to arise from their respective financial debacles and found ways to pave the way to becoming healthy again. Information systems and technology has geared many of the turnaround and transformation initiatives that many of these company's partook in. Society has forced organizations to adapt to the changing environment and meet the changing IT needs of consumers. Senior management and Board of Directors must find ways to be innovative in the effort to "go green and lean". New policies have been established and old policies have been updated to protect not just consumers, but the environment. This movement can only be adapted through the use of the right technology solutions that are tailored to your company.

## CONCLUSION

As you keep a conscious mind about how IT impacts the society, individuals, and the environment, you will begin to understand how this impacts corporate social responsibility (CSR). CSR should be a built-in, self-regulating mechanism within your strategy that ensures active compliance with the spirit of the law, ethical standards, and international norms. In essence, CSR should encourage a positive impact through its business activities on the environment, consumers, employees, communities, stakeholders, and all other members of society. With this in mind, it is clear to see that technology solutions must conform, attribute to, and honor the triple bottom line - people, planet, and profit.

## AUTHOR INFORMATION

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**NOTES**