

NETA PowerPoint Slides
to accompany

Williams/Champion/Hall

MGMT

Fourth Canadian Edition



CHAPTER 16

Managing Information in a Global World

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Moore's Law and Computer Chip Density



Why Information Matters

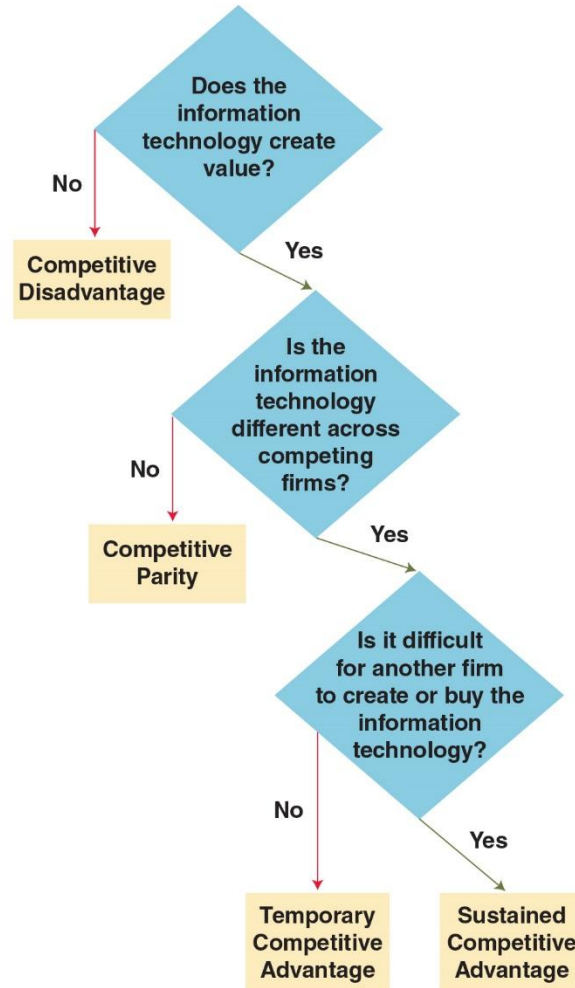
Raw data: facts and figures

Information: useful data that can influence someone's choices and behaviour

Information has context; data does not.

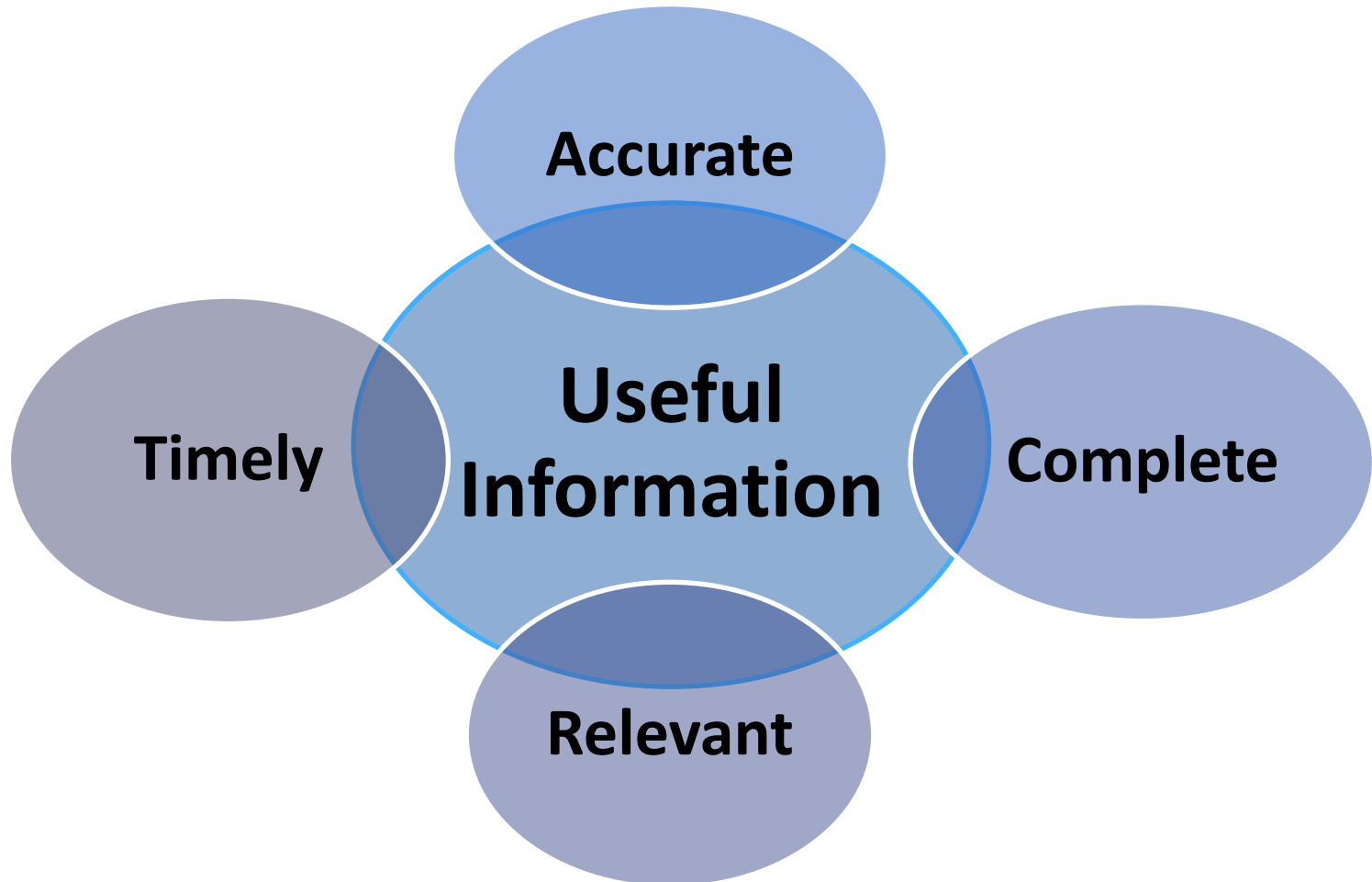
Exhibit 16.2

Using Information Technology to Sustain a Competitive Advantage

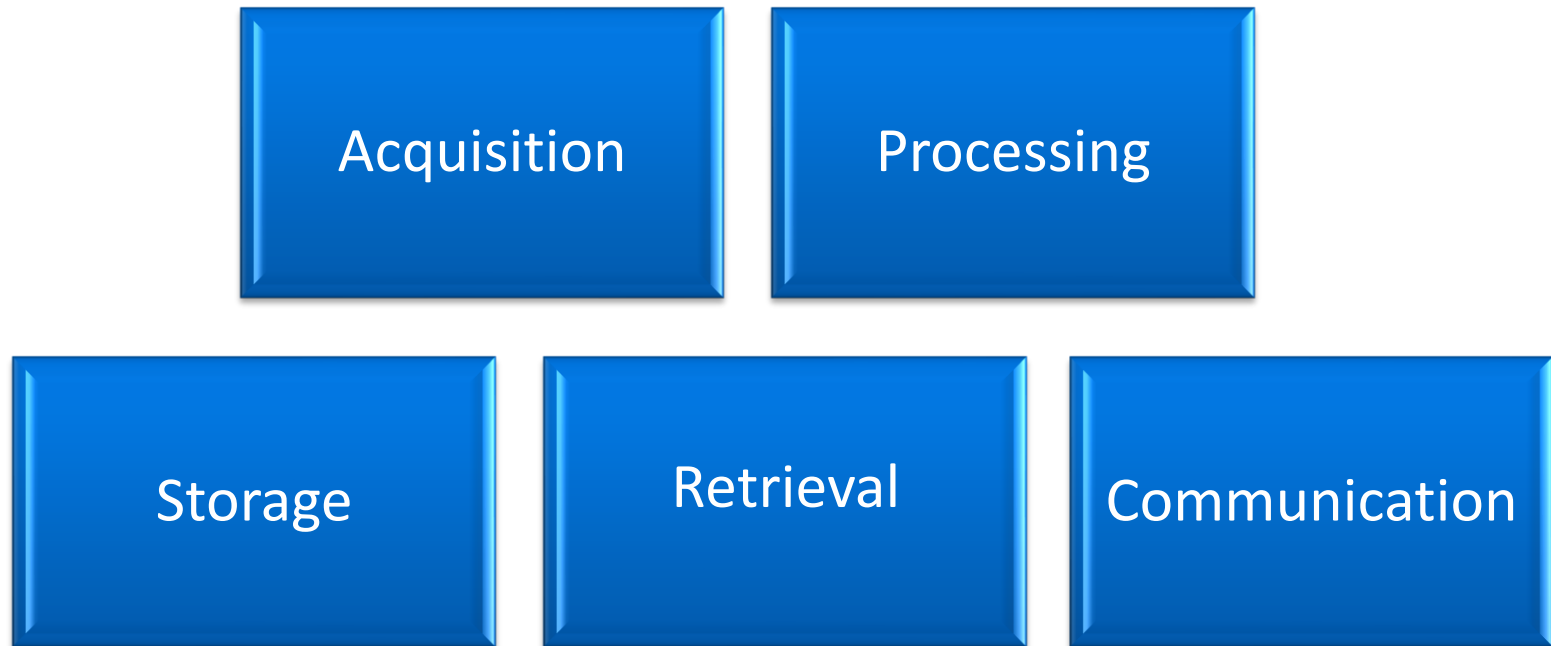


Source: Adapted from F. J. Mata, W. L. Fuerst, and J. B. Barney, "Information Technology and Sustained Competitive Advantage: A Resource-Based Analysis," MIS Quarterly 19, no. 4 (December 1995): 487-505. Copyright (c) 1995, Regents of the University of Minnesota. Reprinted by permission.

Characteristics of Useful Information



Communication Costs Associated with Useful Information



Capturing Information:

Electronic Era

- Bar codes
- QR codes
- RFID tags
- Sensors
- Document scanners
- Optical character recognition



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Processing Information

Data Mining: *Patterns and Relationships*

Supervised

What if?

(Test)

Unsupervised

Why?

(Uncover)

Protecting Information

Authentication

**Data
encryption**

Authorization

SSL

**Two-factor
authentication**

VPN

Malware

EIS

Virus

Firewall

Accessing and Sharing Information and Knowledge

Internal

- Executive information system (EIS)
- Intranet
- Corporate portal

External

- EDI
- Extranet

Knowledge

- Decision support system (DSS)
- Expert system
- Artificial intelligence (AI)