## Seminar Week 1

Prior to the seminar, you were asked to read 2 papers on how data is used in organisations. This seminar is designed to give you an insight into the way data impact upon organisational effectiveness.

The paper on how information gives a competitive advantage states that the information revolution is affecting competition in the following ways:

1. It changes industry structure and, in so doing, alters the rules of competition.
2. It creates competitive advantage by giving companies new ways to outperform their rivals.
3. It spawns whole new businesses, often from within a company’s existing operations.

Working in groups of 3 or 4 take each of these points and answer the following:

1. How? What is it about having information that will gain the advantage of competition?

* Quality of information is advantageous to the competition.
* Depends on how the information is used as to whether and advantage can be created or not.
* Information can show trends that can help competition construct a target audience for a plethora of ideas.
* Information can help create refined supply chains which reduce cost and therefore benefit the company that has this information.

1. Does it follow that the more data you collect the greater the advantage?

* Not necessarily. Depending on how the data is used is the key to an advantage, however a cluster of useless data would not be advantageous to anyone.

1. Where do organisations get their data or information from and is there a built in bias Against smaller enterprises?

* From data they have already captured, data farms, information specific businesses. There is an initial cost bias for smaller enterprises, but the information between big enterprise and small enterprise is equally useful and as such is not biased in that regard.
* Buying in expensive data analysis is a cost bias toward smaller enterprises.
* Smaller enterprises can adapt quicker and therefore change their targets based on information much easier than for bigger enterprise.
* Profiling and data mining can be used to gather information

1. What types of businesses are ‘spawned’

* With the dawn of the information age, many enterprises have been created to manage and handle this information, such as plagiarism technology.

1. Are there any moral or ethical considerations to incorporate?

* Sensitive information that people may not want storing may become publically and privately available to enterprises as well as other people, in which this is ethically wrong.
* There are

More subtly perhaps, poor data quality hurts employee morale, breeds organizational mistrust, and makes it more difficult to align the enterprise. Poor data quality and its underlying causes are potent contributors to an “information ecology” inappropriate for the Information Age. Further, leading enterprises have demonstrated that data quality can be dramatically improved and the impacts mitigated. (Millar, 1985)

# Bibliography

Millar, M. E. P. a. V. E., 1985. *How Information Gives You Competitive.* [Online]   
[Accessed 02 October 2018].