Information Activities At Strategic Management In The Turkish Manufacturing Industry

Fatma Kusku Istanbul Technical University, TURKEY

The strategic management process, which contains forming, appraising and choosing the most suitable alternatives, can succeed only if information / data needed is obtained and directed to the objectives of the organization. This process includes receiving, finding, analyzing, and distributing information. All these functions are called information activities (IA). Doing corrections for the changes at the required time depends on the qualities of the products and services of IA. Therefore, an efficient strategic management can not be mentioned without an efficient IA process. So, the concepts related to strategic management should be evaluated always with IA. In fact, top management team interested in strategic management, and employees responsible for IA directly stress gaining competitive advantage from IA.

This study aims to investigate the role of IA at strategic management in the Turkish Manufacturing Industry and elucidate the modes, trends, and problems encountered in the practice. In order to realize this aim, influential people that use IA for strategic management in Turkish corporations were determined and the strategic aims that benefit from the IA were researched.

The data in this study were gathered by means of a questionnaire survey.

The results of this research survey, conducted on 82 companies and 266 respondents from these companies, support the hypothised relationship.

The level of benefit gained benefit from IA in the realization of strategic aims generally differ according to three groups of properties. 1. Properties of the organization: in the older corporations, in the foreign companies or Turkish companies with a foreign partner, in the corporations that implement research and development activities, the level of advantaging from IA for the aims of strategic management is higher in comparison to the others. 2.Properties of the IAD: As the level of IAD rises in the organization, and as the number of subscription to publications about IA increases, the level of benefit gained from IA for strategic aims also increases. 3. The people who suggest the revision proposal to the IA: If the revision proposals to the IA are suggested by the employees who are responsible for these activities directly (who are the members of the IAD), the level of acquiring advantages from IA for the strategic aims increases.

These results show that IA in the corporations in Turkey are used to support the decisions and aid other functions rather than forming new strategies. In order to struggle with the competitive conditions of the world, all corporations in Turkey should prepare themselves to these conditions by sustaining appropriate conditions. Otherwise, in a globalizing word, the manufacturing industry of Turkey will not be able to compete in any market. Hence, required importance should be given to the IA.

Research of Information Impact to Japanese Company

Ritsu Takahashi Department of Management University of Daitobunka Tokyo, Japan

In Japan company since the bubble economy collapse. management action is observed with a remarkable BPR and restructuring promotion. As for the promotion of making to the information network and the open management development by it, the last effect of the management rebuilding is expected also on the inside. The internet is the first on the list as a representative in the network with the function of the transmission of information on the multi media type. The barrier of the data layout difference is detached and the influence power on the management of the internet and the intranet which can be constructed comparatively easily besides cannot be overlooked. Of course, the effort of the network construction has been done in Japan since former. The maintenance of LAN in the Japanese enterprise system does the foundation of the enterprise cooperation between strength and vertical. The expansion of so-called out-sorcing is progressing in Japan. A big change which not is postwar days before takes place in current Japanese style management. Does the appearance of Japan company in the future only follow that of the U.S. firm? Or, can Japan company acquire an original management style? And, to what problem does the management of Japan company being faced now? For the beginning of what solution is Japan company groping? This paper is stated around these subjects.