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**IT Driving Business and strategy and digital transformation**

**Introduction**

The contemporary business processes have been immersed into technological concepts with the continued establishment of Information systems. The economic sector in the current era has been facing significant transformations sourced from the application of technology in the business processes. Technology as at now stands out to be the most significant contemporary issue facing nearly all the aspects of existence in the world today. Production processes, manufacturing as well as distribution rely on technological knowledge. There is implicit replacement of the one-store model of business with the online stores in which business processes are carried out across the internet (Gillingham, 2014).

**Discussion**

Similarly, the development of information systems which aid in carrying out the business processes is landmark point of identifying the extent to which technology has been deployed in business. Most of the interlinkages that exist across the business world are characterised by immense application of technology. By the use of the information systems for communication purposes in which information flows from one portion of the business to the other department, technology has been of great assistance. The external and internal environment of business have been synchronized and integrated effectively by the continued growth of technology (Lomakin & Murav’ev, 2016). The merits which technology has brought about to the business sphere qualifies it to be a contemporary issue worthy researching about.

General Motors company can reap significant merits from the application of IT in its working environment. Technology has caused stiff competition amongst the various economic entities with General Motors Company not being left behind. The stiff competition pushed the company to make technical readjustment to fit in the technical market. Changing market preferences and tastes due to the technological shifts has as brought about a shift on the manner in which items of trade a produced and supplied to the market. There are several IT powered systems that can be of immense help in making General Motors Company to achieve sustainable results from its working. The Decision Support Systems (DSS), Enterprise Resource Planning (ERP), Transaction Processing Systems (TPS), Executive Support System (ESS) and Office Automation Systems (OAS) are some of the significant technologically powered systems that can be of help in promoting the company (Gillingham, 2014).

With the installation of these systems in the operational sphere of the General Motors Company, the very first step towards implementing IT systems is to evaluate the internal factors of the company which might affect the establishment of these systems. The internal factors include; financial capabilities, management, human resource literacy and the organizational structure. Before venturing the IT project and the installation of these IT powered systems, the company should at first evaluate these internal factors that might affect IT project (Lundh & Mackinnon, 2018). On the other hand, the effective study of the external environment can as well be of significant help towards the success of the IT establishment. The macro factors entail the technological trends, federal policies, competition and market forces. These factors aid in shaping the implementation scheme of the system in order for it to maintain the require standard in relation to the factors revolving around it.

The effective consideration of the factors both from the micro and the macro environment of the company can be of considerable input towards achieving sustainability of the IT systems (Lundh & Mackinnon, 2018). Technology is faced with rampant dynamics brought about by innovations and the growth of the technical knowledge. Keeping a clear track on the implicit impacts that can be sourced from either the internal or the external sphere of the company will ensure it ratified the IT systems and develops them to the required standards hence enjoying the foreseen merits.

**Current challenges faced by General Motors Company**

General Motors is facing several challenges regarding its operations. Market dynamics brought about by shift of customers’ preferences is a significant challenge facing the company. The is a supply chain management constraint experienced in GM Company. In addition, improper performance appraisal on is human resources and lack of technical knowledge that is required for bossing the individual productivity and innovativeness. Stiff competition from other companies in the motor industry also stands to be a great challenge to the company. As well, unstainable decision made by the managerial parties in the company affects its sustainability aspect anchored on the strategic planning attained from effective decision-making by executive parties.

**How the new implementations will help in its growth**

With the implementation of IT-enabled systems such as the Supply Chain Management (SCM) systems, GM company will be able to effectively manage its supply operations. Decision Support System (DSS) and the Executive Support Systems (ESS) will resolve the challenge of making unsustainable decision by the executive parties. Similarly, the automated performance appraisal will resolve the issues about carrying out ineffective productivity appraisal on its human resource. This will help the company to identify training needs and knowledge gaps existing within its workforce (Lundh & Mackinnon, 2018). The systems will as well help the company to carry out a concise study of the market environment hence helping it to elevate its competitive advantage to counter the excessive competition from other market parties.

**Bibliography**

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