

Impact of information technology on organizational culture

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Summary: The rapid development of information communication technologies has caused a significant and rapid changes in organizational culture in all sectors of business. Companies often develop appropriate culture to increase the application of leadership, announcing the winner of the philosophy and objectives, organizational structure continuously adapt to rapidly changing business environment, creating appropriate working climate, and direct management of employees and their behavior. Employees must be trained, motivated to work with information technology and directed according to the published short and long term objectives of the company / corporation. We will, in this, the article try to approach the impact of ICT on organizational culture.

I. INTRODUCTION

The impact is difficult to "measure" and to present an obvious impact of ICT on organizational culture, we started from two basic assumptions:

1st Organizational culture as values, norms and customs, 2 If ICT acts on the element and functions of organizational culture, and then act on organizational culture.

The existing organizational culture to be objectively identified, to enable its efficient development to meet future needs. Most often it will develop a harmonious future needs of the organization, it is appropriate direction by the leaders or top management.

Information and communication organizations, and link management application production through the use of information, we plan to sell goods and services based on information from the market, directing the development with the help of scientific information, and so on. The information is used to create and present the functioning of the organization, as well as to initiate the feedback controller, as an organization. The organization is almost all on the basis of information and optimal organization has no real, current and reliable information [3].

The organization is based on information, organization information, enables the elimination of many unnecessary levels of coordination and leads to higher efficiency, because it eliminates many of which only the coordinates. This organization does not recognize the importance of the notorious "control band", under which determines the number of subordinates one manager. The establishment of new

principles of "communication range" instead of span of control that determines the scope of individuals to successfully work within the network. Redefine control, as he transforms from traditional monitoring in the ability to receive information and the quality of processing and use.

Information organization, where the main information flow from top to bottom. The organization is based on the information is based on accountability and information flow is from bottom to top and back down again.

II. ICT IMPACT ON ORGANIZATION

The main purpose of computer engineering, information technology and business management system is to serve as a backbone in dealing with all strategic and operational issues posed by modern market environment. All forms of organization greatly affect the increase in business. The restructuring of management, and its design, requires that the organizational processes based on the information. While the traditional, hierarchical structure, layered, an organization based on information that is "flat", with much less control levels, causing the disappearance of most of the traditional layers of management between the drive and control of top management [2].

Options Using the organization of information and communication technology

Transforming unstructured transaction process routine transactions geographically fast and easy communication over long distances, making processes independent of geographical location Automation Reduce or replace human labor in the process Provide analysis of complex analytical process getting large amounts of information information. Allow sequential changes in the sequence of tasks in the process, which allows simultaneous operation of multiple processes. Knowledge management enables the exchange of knowledge and experts, monitoring monitoring statistics tasks, inputs and outputs Exchange Communicate directly without intermediaries

TABLE I. POSSIBILITIES OF INFORMATION AND COMMUNICATION TECHNOLOGIES AND THE CONSEQUENCES TO THE ORGANIZATION

Options	Use the organization of information and communication technologies
transactions	Transforming unstructured process routine transactions
geographic	Communicating quickly and easily at long distances, making processes independent of geographical location
Automation	Reduce or replace human labor in the process
analytics	Providing for a complex analytical process
Information	Getting large amounts of information
sequential	Allowing changes in the order of tasks in the process, allowing simultaneous operation of multiple processes.
Knowledge and Management	It enables the exchange of knowledge and * experts * tracking
Monitoring tasks	statistics, inputs and outputs
Exchange	Communicate directly without any intermediaries

The organizational structure of companies is the totality of connections and relationships between stakeholders and within its stakeholders at all levels of the organization and exact quantities needed. ICT and greatly affects the organizational structure and thus its elements [2].

A. Location

ICT are the establishment of computer networks have eliminated the entire distance on the location of enterprises and allow companies to connect with the immediate and distant environment. In addition to internal links allow the Division of ICT to link with external suppliers, distributors, transport, consumers, and government organizations, customs and so on.

B. Capacity

Computer networks, knowledge of the current excess capacity in the company, suppliers and so on. At any time you can check the schedule for shipments and tracking of goods during transport, regardless of whether it sent the truck, rail, ship or plane.

C. Type of Business

The quality of the offer is supported and nurtured a whole system using ICT (telecommunications, videotext, video systems, digital switchboards, telephones, electronic data, electronic security systems, computers and multimedia in other words). Information and communication technologies have improved the core business of many companies, thanks to the information available in one place and available to decision makers. In addition to improvements in several

core business are responsible for ICT expansion and introduction of new products in the range [4].

III. HUMAN ORGANIZATION RESOURCES

The impact on social change, re-training, the need for IT education, the need for further development of ICT as imposing an obligation of lifelong learning. Such changes in organizations are not satisfied with the welcome he met with resistance. Now employed a different attitude towards work, learning every day, they are motivated to work, they can express their creativity and simple yet full of feeling.

With the advent of ICT, there was a need for additional training of existing staff and training of personnel who understand the technology and the indirect impact of ICT on the structure of teachers, employees of age, habits to follow news and technological advances [1].

A. Organization of work

The use of computers has caused the emergence of new businesses and new jobs. The organization has become much easier, some occupations are completely gone, new jobs with the new work environment. Thanks to ICT companies today have a different job with flexible Hart descriptions.

B. Motivation for work

The responsibility and reputation of IT is increasing, and their motivation for work has declined. The reason for this is a poorly paid job in relation to the administrative staff. You read it, we made a mistake, the fact is that this has happened before and unfortunately still happens in some places. driver of IT innovation, process innovation, reducing costs through "paperless office" access control, records, etc. are not adequately rewarded for it.

Today the situation is far from the side, of course, we talk about developed and developing countries where the law every day more and more problems from left to right in the IT sector companies.

The world crisis has a huge impact, managers have realized that they must pay those who make profits and savings and that the administration is functioning only as a service company.

IV. EDUCATION STAFF

A very important factor in implementing ICT-long training of employees (from suppliers of IT equipment or by sending the appropriate courses, training, etc.) .. Successful companies have recognized this in the time established by the hair and internal staff training sector which is responsible for training staff in using new technology and corporate development services, quality, competitiveness, and so on.

These companies have recognized this phenomenon are available to third parties or companies specializing in training, or those companies that have sold software solutions to its staff to work in the new environment. The advantage is that every day in training while the other two options I was there training when you

introduce new software in the area of manufacturing, quality control, etc. [5].

The formation and organization development organizational units of functional organization at the highest level in the organizational scheme of the company. Information and communication technologies are, as noted changes the traditional hierarchy of the company, the new organizational unit, some existing and some are missing a few restructured. With the help of computer software can be extremely fast, accurate and quality job creation, sectors, tasks, because information has value only when you need it, fresh and reliable.

Functions of ICT companies support most of the features that experienced large amounts of data (eg, office equipment, distribution, accounting, sales, etc.) .. In the beginning of creation and application of information technology is just like I do, however, information technologies are found in every part of the organization of the entrance to the top of the building in the company.

Today you can not imagine functioning without the company computer, the Internet, no voice service, free online communication, and authorized access. On the other hand, production facilities in the robot machines, mobile software under the control strips, control security, transportation vehicles are built in GPRS systems and many other software solutions.

A. The boundaries of the regional office

The establishment of information systems based on a single database, information technology seamlessly cross the functional boundaries and data processing in order to support all processes in the organization. The use of ICT stabilize business processes so that they become predictable, so you are able to analyze and improve their ability to rather than what actually happened [5].

The simulation is possible that the top management at any time, especially between the new collection, distribution, advance to see how it will look like the product, packaging, advertising and so on.

B. Integration processes

Information technology support for all activities, so that it can be called universally valid. ICT can be applied in almost all processes, or integrate multiple processes in one system, databases, distributed systems, Internet and computer networks.

V. EFFECTIVENESS AND EFFICIENCY

New technology has reached all parts of the enterprise to function successfully, that their relationship is flexible, but flexible with which the company became more successful and adaptable to market demands. With the help of ICT it is possible to satisfy all customer requirements immediately, monitor and analyse your comments on the product and then improve them.

If the company does not have Internet access, computer networks, software for accounting, payment,

Web site, the official e-mail, Facebook account, LinkedIn account, ioutube.com video, a lot of Internet ads, then this company is ridiculous and inefficient.

The impact of ICT on the elements of organizational culture

The impact of ICT on organizational values

The impact on the organization's mission or purpose

The mission or purpose of the organization identify the core functions and / or task organization. The mission of the system messages that indicate the characteristics of the consumer's desires and his needs and resources and technology that can produce specific products to meet customer needs [1].

A. The impact of ICT on the organization's objectives

The objectives of the organization are endpoints that are directed at the organization's activities. The basic plan of the whole organization. The strategic objectives are the main long-term goals of the organization, the adoption of courses of action and allocation of resources necessary to achieve them.

B. The impact of ICT on work environment

The impact on motivation, Motivation is a general term that refers to the entire set of instincts, requirements, needs, desires and other forces that all this has led to satisfaction. Poor ICT connectivity can lead to poor motivation for people that need the protection of data [6].

The impact on productivity, productivity is the rate of entry and exit within a certain period of time necessary in accordance with the quality. ICT effectively monitor productivity, easy to deal with these issues in the immediate production workers and improve performance measurement of non-production workers.

The impact on creativity, creativity is the ability and power to create new ideas, consists of four stages that communicate with each other and often overlap:

1. Automatically search
2. intuition
3. penetration,
4. logical formulation

Impact on innovation, innovation usually means using the creative ideas. An organization usually understand the rules or guidelines to encourage innovation, for example: development of tolerance to errors, rewards those who have a good idea of the new product and are able to form effective action to promote products, establish closer links with customers, sharing technology with others in the organization, maintenance of the project life time allocation or financial support and others. Daily use of ICT to stimulate and develop innovation and creativity in the organization [7].

The influence of managerial style Administrative style is the cause, not the result of the effectiveness of the organization, much of the organizational culture. Under the influence of information communication technologies and information systems generate expected to lead an organization that affect the climate of organizational change are:

- Development of cooperative relationships in the work,
- Loss of traditional boss and subordinate,
- Transformation of the masterminds of the head, instigator, a professor and advisor,
- Change in the classic self-control,
- The advantage that supports people management skills.

The impact of ICT on the other elements of organizational culture management, directors on a daily basis and to use ICT in their business using information technology accelerate your business, make better decisions, are innovative and encourage innovation by employees, at all times have the right, fresh information and at the end of their work is very interesting and happy.

Employees, the transfer of various ICT data and information exchange to increase confidence, values and norms among employees. Creates a new culture of communication and procedures between staff and information technology are human dimension through this kind of building trust with employees [3].

Competition, if you are employed properly trained and prepared for use of information communication technologies can gain significant advantage over competitors who have not yet mastered the technology to say nothing of those who have not yet started. The market is very hard, every day we must follow and implement new technologies and improve the work process, product, distribution, support, etc., and because of these things there is a difference between competitors.

Time, the cultural influence should be measured for years. ICT should be reasonable to use or adverse effects occur. If your employees use computers for Facebook, video games, movies, clips, then your time is wasted in vain and you pay people and invest in equipment. The thing becomes a disaster when your competitors are ahead of idle and after that you need much time to restore its credibility.

Transparency, ICT effectively supports decision-making to achieve organizational goals. ICTs are especially suitable in case of formalization, can be effective members of organizations and environments with data and information system of values, norms and traditions in which they operate. Almost all transactions, decisions, public notices, and the company has significantly reduced the possibility of fraud.

Resistance to change. Management can not be ignored or allowed to come to the surface resistance and

try to manage it. As the opposition, as a rule, managers are afraid to change something, it often leads to their deviations from making difficult decisions and conclusions [8].

As a result, the adoption of "soft" communication program that merely encourages people to adopt change. Information technologies facilitate change, manage, because the simulation can show the employees what to expect in the new system, where they can see how it will look like their job, responsibilities, training, etc...

The monitoring program, monitoring changes in ICT should be included because he realizes many of the effects of communication via electronic communication, communication is easier and cheaper, with no horizon to geographical distance, and faster and with greater accuracy, providing the ability to keep communications between employees, which is later further analyze and thus change what is not well done.

VI. CONCLUSION

At the beginning there was tremendous resistance to new technologies, resistance and suspicion by the generations that were operating in a different environment. Today the situation is much changed for the better, in fact, there is resistance to the generation of information technology and now use all the advantages of high technology.

The fact is that the information and communication technology present in each and every pore of our lives, but to a lesser extent, the 2016th The Information Technology will be integrated into the human body and the body through the systems of care, disease resistance and so on.

Information and communications technology to dramatically affect our lives and culture of life today, and therefore conclude that this technology has great impact on organizational culture within the company. Business has changed significantly, or designed the production, sales, communication, change jobs, constantly learn, progress, innovation, every day at work, and so on.

Organizational culture directs the interaction of employees in the organization to achieve strategic goals and vision. Every organization has a unique culture that is collectively created over the years. This culture is a key prerequisite for achieving lasting success and for fast adaptation to new business conditions [2]. Organizational culture is also strongly emotionally charged, especially during the implementation of significant changes in the organization.

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