

Executive Enhance Business Value of BAL Information System

Muhammad Bilal (Lecturer IT)

Department of Information Technology, Government Post Graduate College Samanabad Faisalabad
Faisalabad, 38000, Pakistan

Muhammad Awais (Assistant Professor)

Department of Computer Science, NFC Institute of Engineering & Fertilizer Research, Faisalabad
Faisalabad, 38000, Pakistan

Abstract

It has become gradually more complex to give more attention to the importance of business value of information system in the early hours of time. Above the past few days researchers have high lightened the requirement of information system in business field. Almost every organization and industry like electronics, textile, computer, health, education etc is investing appreciably in information system. It is generally observed that IS savings facilitate firms to achieve competitive benefit and enhance central part competencies to improve their performance and increase further wages.

As a result Executive Enhance Business Value of BAL Information System (EEVBIS) is at the heart of our deliberation in this research paper. This paper seeks to address the following questions. What is the role of business value in information system? How can we analyze business value of information system (IS)? What is the consequence of information system in new e-commerce era? It has been generally observed that with the passage of time as the quick changes are taking place in information system the above questions are gaining importance in the field of business. The deliberation in proper selection of technology and its proper utilization to improve the performance of a business in Hospital System provide help to achieve the business value. We also covered some aspects of Hospital System using statistical study. We focus the Information System which plays an important role in Hospital System (Private and Public Hospital System).

Keywords: - Executive Enhance Business Value of BAL Information System (EEVBIS), Information System (IS), e-commerce, RahulTigerRaw etc.

1. Introduction

An information system (IS) is typically considered to be a set of interconnected elements or components that collect (input), manipulate (processes), and disseminate (output) data and information and provide a feedback mechanism to meet an objective.^[1]

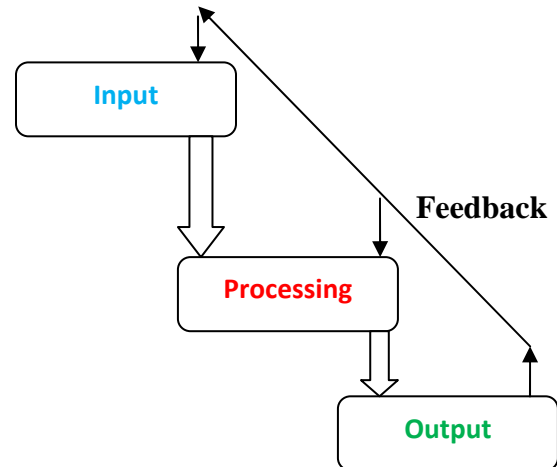


Fig. 1

Modern business organizations become more and more dependent on their information systems to deal with the complexity and changeability of the context (markets) in which they operate and consequently their internal organization structures. Up-to-date, complete and accurate information has become a necessity to survive in an increasingly competitive world. Developments like dynamic cooperation networks, mass customization of products and services, and end-to-end process control require automated means to control operational business

processes, for the simple reason that humans cannot oversee the entire operation in an efficient and effective way anymore. Consequently, business requirements to information systems increase at a dazzling pace.^[2]

1.1 Business Value

What is Business Value? Business value is used as middleware in Business Goals and Information Technology. Basically Business value is of essential role among these parameters. The given Fig.2 shows actual structure.

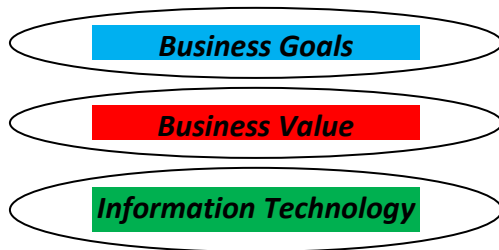


Fig. 2^[3]

1.2 Information System Types

Information System is generally classified into five categories:-

- ✓ Office Information System (OIS)
- ✓ Transaction Processing System (TPS)
- ✓ Management Information System (MIS)
- ✓ Decision Support System (DSS)
- ✓ Executive System (ES)

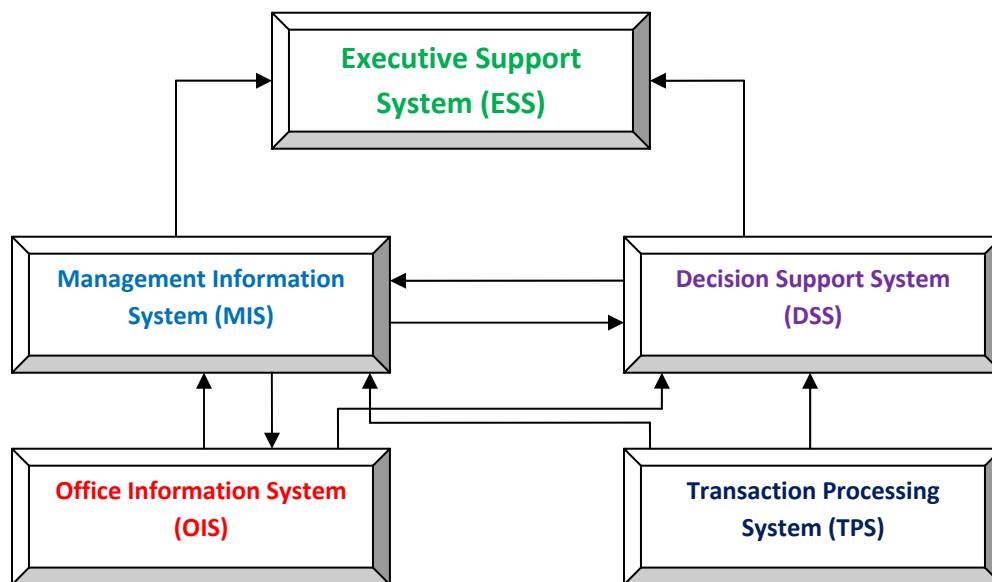


Fig. 3

Office Information System

Office Information System (OIS) is an information system that uses hardware, software and networks to enhance work flow and make easy communication among employees. In an office information system, also described as office automation; employees execute tasks electronically using computers and other electronic devices, instead of manually. With an office information system, for example, a registration department might post the class schedule on the Internet and e-mail students when the schedule is well-run. In a manual system, the registration department would photocopy the schedule and mail it to each student's house.^[4]

Transaction Processing System

A Transaction Processing System (TPS) is an information system that captures and processes data generated during an organization's everyday transactions. A transaction is a business activity such as a deposit, payment, order or reservation. For example clerical staff typically performs this activity.^[5]

Management Information System

A Management Information System (MIS) is an information system that generates accurate, timely and organized information so managers and other users can make decisions, solve troubles, administer activities, and track progress. Because it generates reports on regular basis, a management information system sometimes is called a management reporting system (MRS). MIS generates three basic types of information detailed, summary and exception. Example of a detail report is Detailed Order Report. Example of a summary report is Inventory Summary Report. Example of an exception report is an Inventory Exception Report.^[4]

Decision Support System

A Decision Support System (DSS) is an information system designed to help users attain a decision when a decision-making situation arises. A variety of DSS's existing to help with a range of decisions. A decision support system uses data from internal and/or external sources. Internal sources of data might include sales, manufacturing, inventory, or financial data from an organization's database. Data from external sources could include interest rates, population trends, and costs of new house construction or raw material pricing.^[4]

Expert System

An Expert System (ES) is an information system that captures and stores the knowledge of human experts and then imitates human reasoning and decision-making processes for those who have less expertise.

Expert Systems are composed of two components.

- ✚ knowledge base
- ✚ Inference rules

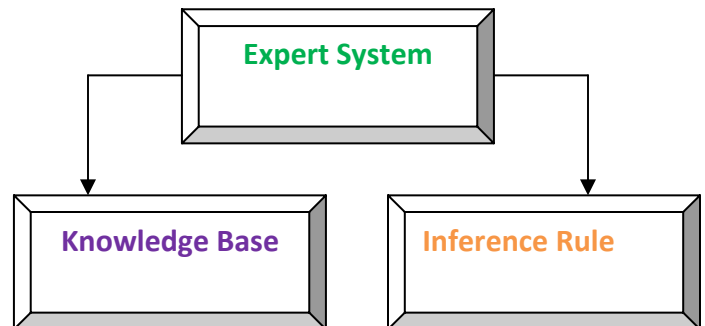


Fig. 4

2. Available Solution

In this available solution the **Perceived Value Approach** is compared with Normative Value approach and Real Value Approach. The Perceived Approach is based on subjective evaluations performed by users of an information system. Similar to the Real Approach, empirical research methods are used to monitor and control implemented or prototyped systems to review their potential impacts (usually via some type of survey tool). This approach is well-suited for examination of information security value issues where risks are uncertain.

The Perceived Approach is not without its weaknesses in applicability. According to Ahituv (1989), the Perceived measure has several problems for quantifying information value:

- ✚ Point of measurement. The Perceived Approaches examine the outcomes generated by the decision maker rather than the outcome generated by the system. While this does separate Real from Perceived, a user might believe a system to be good, whereas in a Real sense another system might be better (i.e. an insecure system may be easier to log into, therefore perceived superior to a more secure system).

- ✚ Voluntary system. One must have subjects to survey who are qualified to make these judgments.

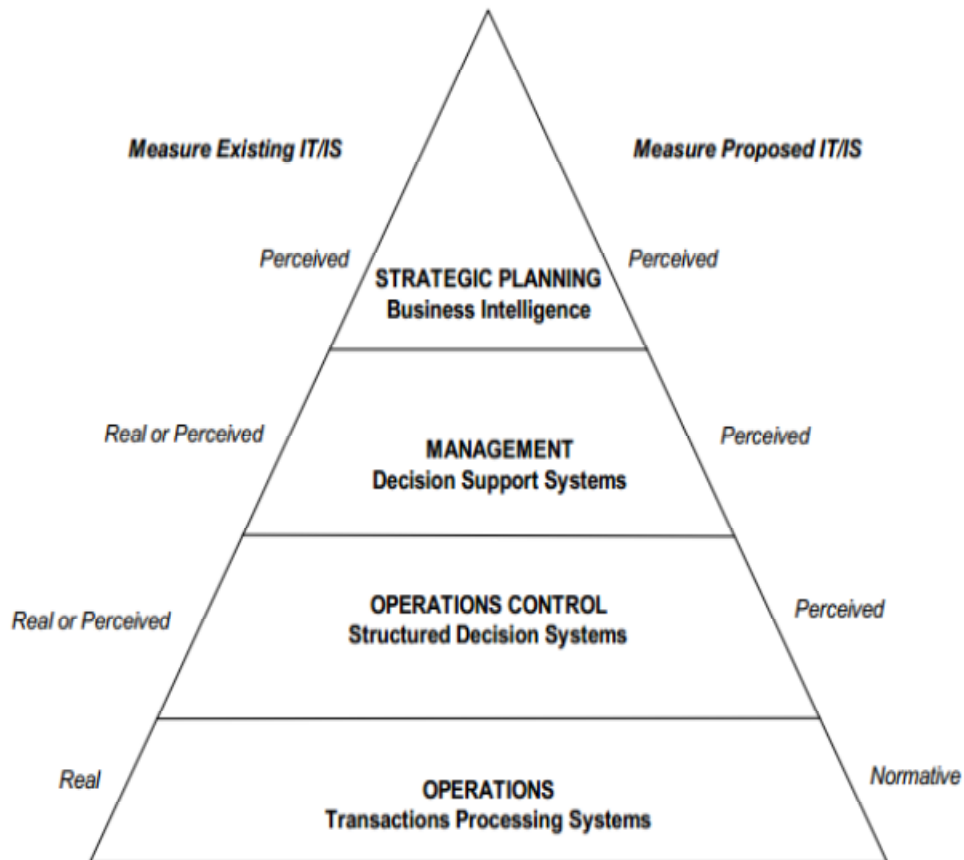


Fig. 5 Application of Value Measurement (adapted from Ahituv 1989).^[3]

The Perceived Value Approach is better than others two Approaches as comparing in Fig. 4. But in Perceived Value Approach risk factor is occurred. And Perceived Value Approach is only applicable within the organization.

3. Methodologies

There are some problems that exist in available solutions. Executive Enhance Business Value of BAL Information System (EEVBIS) will solve these problems.

In Executive Enhance Business Value of BAL Information System (EEVBIS), we analyzed that Private Hospital System is better than Public Hospital System in Hospital environment. We proved it with a solid reason and through proper statistical analysis. Because our aim is to achieve the effective business

value (business value lie in between business goals and information technology) in information system where Information Technology is used as business partner. The setup and environment of Private Hospital system is better as compare to Public Hospital system from health point of view especially. In Executive Enhance Business Value of BAL Information System (EEVBIS), we focused on the following information system categories:

- ✓ Expert System (ES)
- ✓ Transaction Processing System (TPS)
- ✓ Management Information System (MIS)
- ✓ Decision Support System (DSS)
- ✓ Office Management System (OMS)

3.1 Comparative Analysis & Discussion

We compared the previous available solutions with Executive Enhance Business Value of BAL Information System (EEBVBS).

In the Previous Perceived Value Approach solution implemented only within the organization. In other words, simply this previous solution is related to centralized structure, and few information system types are used.

Executive Enhance Business Value of BAL Information System (EEBVBS) is comparatively better than the existing available solution. We focused the Private and Public Hospital system in five information categories. We explained with the structural diagram. We highlighted the advantages of Private Hospital system as compare to Public Hospital system in this diagram. We used five mention information system categories like MIS, DSS, TPS, OMS and ES in Private Hospital System. The above mentioned five Information system categories are lacking in Public Hospital System.

Some advantages of Private Hospital System as compared to Public Hospital system are as follows:-

- ❖ Parking facility for vehicles like cars and motor bikes is more in Private Hospital System than Public Hospital System
- ❖ Private Hospital System is more hygienic and clean as compare to Public Hospital System
- ❖ Nurses and doctors of Private Hospital system are more polite as compare to Public Hospital System

A detail comparison is shown in figure below:

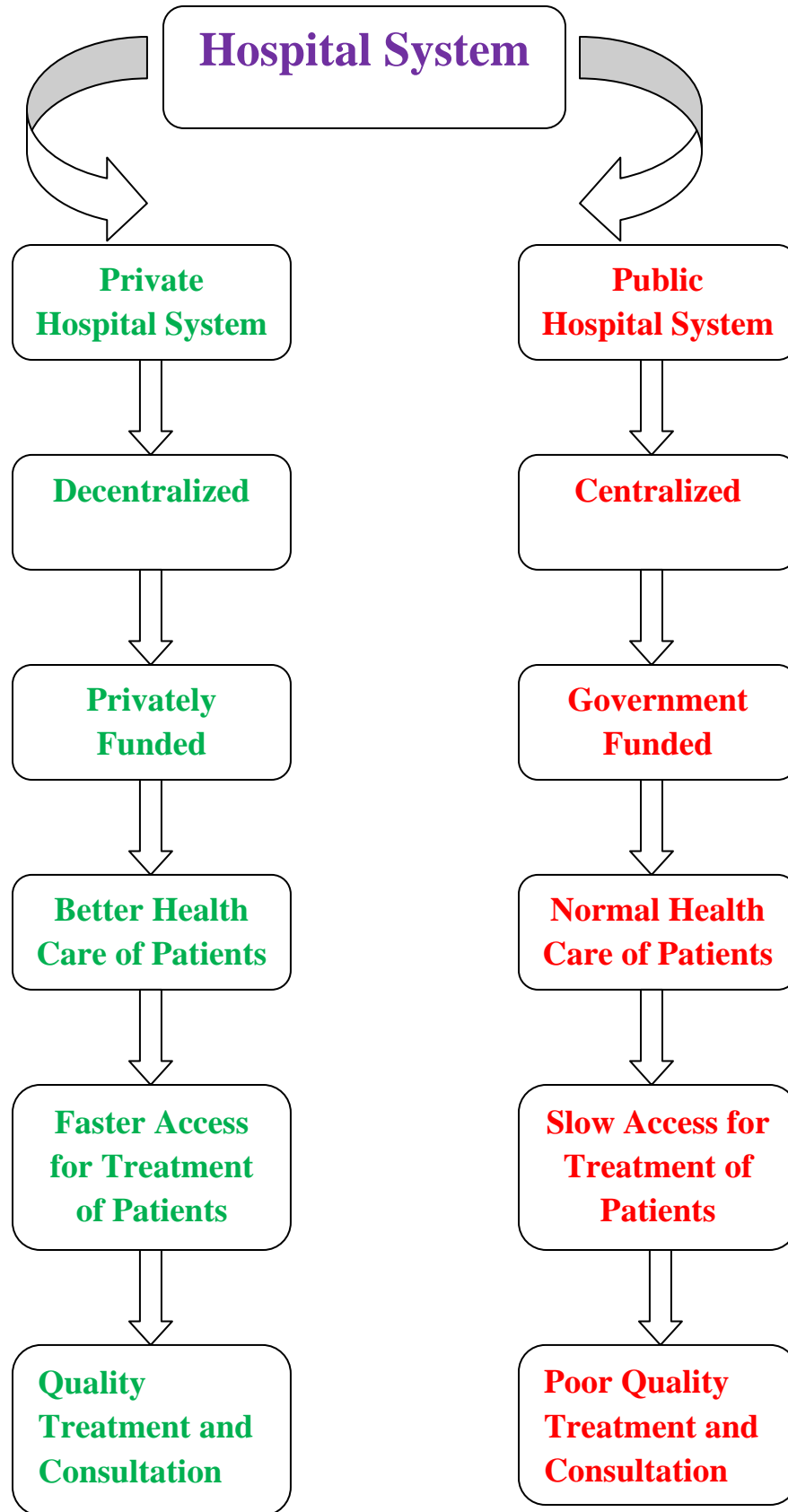
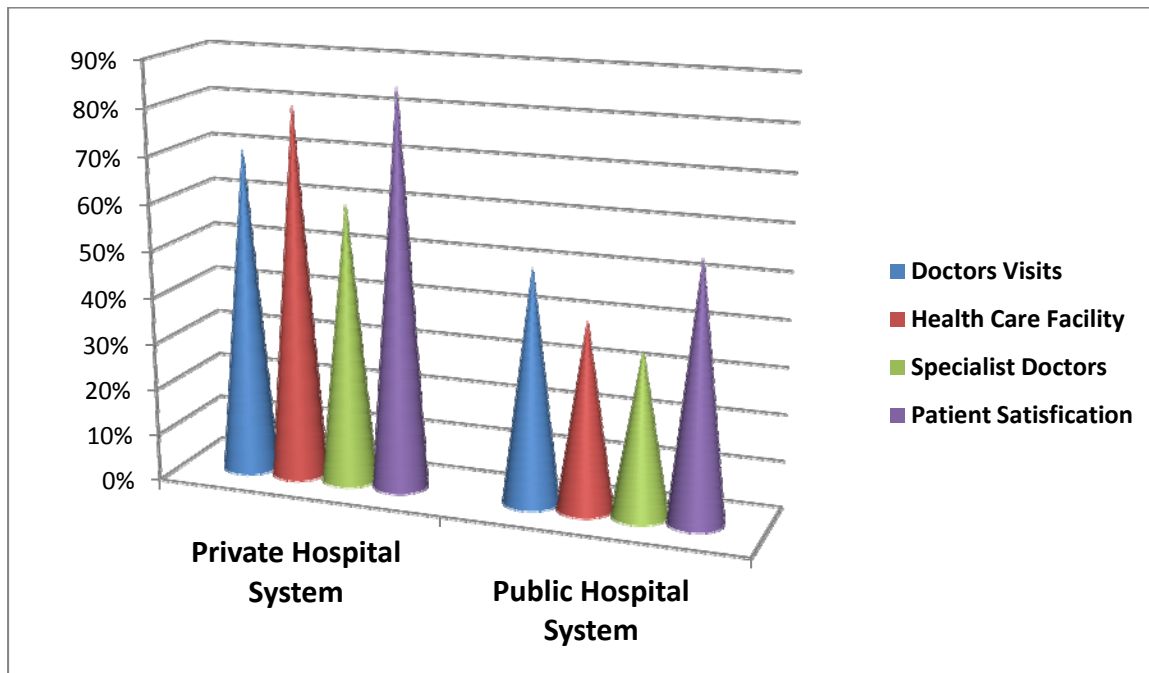


Fig. 6

3.2 Graphically

We statistically analyzed the private and Public Hospital differences. We analyzed generally between Public and Private Hospital System through Some percentage data of all over the world hospitals (Public and Private Hospitals both included) analysis. We focused on four components such as:

- ✦ Doctors Visits
- ✦ Health Care Facility
- ✦ Specialist Doctors
- ✦ Patient Satisfaction



Graph 1

Therefore, Private Hospital system is better than the Public hospital system.

4. Conclusion

Information Systems are essential to the business, industry, academia and any society to meet the future challenges.

We accomplished that Business Value plays most important role in Information System. Without Information system Business value of any organization cannot obtain effectively.

Well, Executive Enhance Business Value of BAL Information System (EEVBIS) is enhanced solution for Business value of Information System (IS). Finally “Health is Wealth” for survive in this world.

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