ROLE OF CURRENT COMMUNICATION TECHNOLOGIES IN BUSINESS MANAGEMENT

Dr. S. Nirmala Sugirtha Rajini
Professor, Department of Computer Applications
Dr.MGR.Educational and Research Institute, Maduravoyal, Chennai.
E-Mail: sugirtharaja77@yahoo.com

Dr.J. Sri Devi
Professor, Faculty of Management Studies
Dr.MGR.Educational and Research Institute, Maduravoyal, Chennai
E-Mail: sridevi.mba@drmgrdu.ac.in

E. Mercy Beulah
Assistant Professor, Department of Computer Applications,
Dr.MGR.Educational and Research Institute, Maduravoyal, Chennai.
Mail-Id: mercybeulah@yahoo.co.in

ABSTRACT

Every common people life has been significantly changed by recent development communication technology. The innovative business ideas were developed by using current communication technologies. The growth of communication technology affects the business also. It is critical for turning business process a complete success and it also provides the essential facilities to analyze the data. Using the analyzed data the business people plan their business strategies accordingly. The communication technology is used to analyzed the data properly and increase the profit level of their organization. The aim of this paper is to investigate the eradicate changes due to emerging communication Technology in Businesses as well as corporations and , analyze the various communication technologies used in the business and benefits of each current communication technologies.

KEYWORDS
Communication, Business, Cloud Computing, IoT

1. INTRODUCTION

The definition of communication technology is defined as follows “Electronics system used for communication between individuals or groups. Communication technology helps for efficient communication between various groups of people logically. The success of every business depends upon the entity largely depends on the position of communication with the variety of stakeholders.

2. RELATED WORKS

Jhon Dudovskiy says that communication technology play an important role in business by creating various sale channels. With the help of communication technology business people sales their services and products through online.

TEVEN SCHECK says that the information technology used to analyze the data accurately and increase the profits [2]. Dlamini, N. N et al., presents the advantages and challenges of using of current technology Internet of Things (IoT) in retail businesses organizations. He proposed the Technology Organization Environment (TOE) Framework was used to the advantages and benefits of IoT in business sector [6]. Mansour, H describes different business model tools and they used in proper business model [8].

As per Bettina Thurnher the achievement of mobile technology has applied in both the two business organizations. As Adeyelure says that the result of increasing qualities and the automation of activities inside
enterprises is used in intra or inter organizational business management process. Rekik, M et al., proposed a technique for adaptive business process in cloud called context based scheduling.

3. Current Communication Technologies

3.1 Mobile Technology

Mobile Communication means any devices with internet connectivity, the devices are accessed from anywhere in the world. After the introduction of mobile technology the level of business is increased.

Benefits of Mobile Technology in Business

Using mobile technology the business peoples interact with their customers, business experts and with their colleagues easily. The major advantage of communication between the vendors and business peoples are to organize order, vendor details, invoices, and contact those vendors from anywhere from the world.

Now, most of the American peoples working from their home. The most of the remote workers says that they reached their productivity and decrease their stress level during working hours. Mobile technology can be used as a major tool for teams and individual colleagues to explore their ideas in an easy manner. Laptops and tablets used for communication helps business people to attain their conference and calls from anywhere. As day today technology changes smart phones makes our work simple by checking mails, send message from anywhere.

Mobile technology offers two major benefits in business such as time saving and money saving apps for business tasks. VoIP (Voice of Internet Protocol) offers convenient and contemporary communication solutions in business fields. Document itemization, reviews and workflows are made faster by scanning and imaging technology. Apps for time tracking and employment payment software simplifies back-office tasks, digital file sharing and e-chatting all merged into the cloud takes business to fewer physical resources to run day-to-day office.

Mobile technology supports for all the employees. Smart phone increases the employee productivity in mobile technology. Remote and field employees are the one who put more effort into their work than in-office workers. As workplace without mobile phone faces some consequences modern workplaces have embraced mobile phone with efficient technology.

3.2 Cloud Computing

To improved resource management, agility and time for business, cloud computing uses information technology.

Benefits of Cloud Computing in Business

Cloud computing grows popular in business fields because it offers great savings with high safety measures and a mass of managed service. As cloud computing technology doesn’t require hardware, investments can be made on the rate of hardware. There is no need to pay for constant maintenance and for physical security.

Cloud computing provides increased agility and gainful resourcing as there is no need to upgrade for a bigger package or to rent a server as new. A cloud environment is guaranteed 100% uptime. As the providers of cloud services continuously update their current technology, it is easier to meet the customer’s demand using cloud computing technology.

Using cloud computing, the business peoples protected their organization data besides hacking and internal larceny. Cloud providers are required to comply with a range of stringent security regulations in order to protect their customers’ data. The business persons extend their office into cloud using VPN (Virtual Private Network). The employees can access the company’s data by using internet connected devices such as smart phones and laptops.

Moving the business system into the cloud means the business peoples have their own data center and easy reduce the paper work. Cloud Computing technology easily to reduce the overall cost. As the business data has moved into the cloud the technology with has been implemented reduces the overall pollution of the environment.

3.3 IoT(Internet of Things)

Role of IoT in our daily life is very important. It inter connects various items to perform the tasks smartly. In manufacturing industry IoT plays an important role. The following figure 3.3.1 shows the advantages of IoT in manufacturing sector.
The following figure 3.3.1 shows the applications of IoT in various domains.

The following figure 3.3.2 shows the applications of IoT in various domains.

The following figure 3.3.3 shows the device connected by using Internet of Things (IoT) base worldwide from 2015 to 2025.
Benefits of IoT in Business

IoT opens the large volume of new opportunities in business and helps the companies to develop new business models and services. Using number of sensors and connectivity companies easily track their assets such as equipment, machinery, tools etc. IoT services included with various types of sensors and video cameras. It is easy to monitor the business organization’s assets, employees and make sure the equipment is safety. It also used to protect the company from any type of threats and it coordinates various teams and solves the problems quickly.

IoT offers without a moment to spare preparing for representatives, improve work proficiency, and diminish crisscross of aptitudes while expanding hierarchical efficiency. IoT offers just-in-time training for employees in an organization, improve work proficiency, and diminish mismatch of attitudes of an employee’s while growing organizational efficiency.

IoT extensively reduces the obstacle between the organizations and customers. The data will be collected from various sensors, analyze the data and make the smart decisions to start the new services. With the assistance of billions of connected IoT devices that broadcast essential data, organizations will leverage market knowledge and easy to analyze their business performance.

4. CONCLUSION

The evolution of current communication technologies like Mobile technology, Cloud Computing and IoT has been transferred new opportunities for whole business sectors. Their major benefits of current technologies are security, lower prices, higher client satisfaction, and better profits empower businesses to create suitable decision making. Before implementing these current communication technologies, business peoples initially identifies the problems they are facing to solve and how the current technologies can help to deal with these issue.
5. REFERENCES


