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ABSTRACT

In this information age, data has become one of the most important resources to organizations. MIS plays a crucial role in the management of any contemporary enterprise such as small, medium or large organizations. An effective Management Information System supplies accurate, relevant and timely information to the manager of an organization. The information support for functional areas of management such as Production, Marketing, Finance, Personnel and services is an absolute necessity. This paper discusses the acceptance and usage of Management Information System in 40 small scale industries. The study is exclusively based on the primary data collected through a sample survey. Main emphasis was laid to understand MIS usage and problems which hinder its use. To achieve the objective of the study, the data was collected through a structured and pre-tested questionnaire. The analysis reveals that only 8 out of 40 small scale industries are found making use of MIS for supporting decision making process. To find out the possible reasons for inadequate MIS usage in organization, the respondents were requested to provide a feedback on various factors which could be possible causes for non-use of MIS in their respective organizations. In order to increase the usage of MIS in small scale organizations, there is a need to build up computer culture by properly disseminating information about potential computer applications and the benefits. Such information dissemination is required to be made through various seminars/conferences/training programs etc. This in turn, increases the acceptance and usage of MIS in small scale industries.

KEYWORDS

Acceptance, Management, Information, System, Usage.

INTRODUCTION

A management information system (MIS) is a system or process that provides information needed to manage organizations effectively. An 'MIS' is a planned system of the collection, processing, storage and dissemination of data in the form of information needed to carry out the management functions. Management information systems are regarded to be a subset of the overall internal controls procedures in a business, which cover the application of people, documents, technologies, and procedures used by management accountants to solve business problems such as costing a product, service or a business-wide strategy. Management information systems are distinct from regular information systems in that they are used to analyze other information systems applied in operational activities in the organization.^[2] Academically, the term is commonly used to refer to the group of information management methods tied to the automation or support of human decision making, e.g. Decision Support Systems, Expert systems, and Executive information systems. The initial concept of MIS was to process data from the organization and presents it in the form of reports at regular intervals. The system was largely capable of handling the data from collection to processing. So Management Information Systems are of vital importance for all kinds of organizations.

In any organization, small or big a major portion of the time goes in data collection, processing, documenting and communicating it to the people. Hence a major portion of overheads goes into this kind of unproductive work in the organization. Every individual in an organization is continuously looking for some information which is needed to perform his/her task. Hence, the information is people oriented and it varies with the nature of the people in the organization.

It goes without saying that all managerial functions are performed through decision making for taking rational decisions, Management Information is essential and is procured through the Management Information System setup by the organizations. Success of an organization in achieving its predetermined goals and objectives lies in timeliness and quality, that is to say effectiveness of its MIS. In today's world of ever increasing complexities of business as well as management, every organization to survive and grow must have an efficient and effective MIS. An effective Management Information System supplies accurate, relevant and timely information to the manager of an organization.

MANAGEMENT

It is the process of getting things done through and with people. A manager in an organization gets the thing done by performing five basic functions such as planning, organizing, staffing, directing and controlling. To perform above functions, a manager has to take a variety of decisions. Thus, decision making is a fundamental pre-requisite for each of the foregoing process. Whatever a manager does, he does it through decision making. In brief decision making is the essence of management.

The three levels of business activities carried out in operating an organization are

1. Operational Control (Operating Management).
2. Management Control (Middle Management).
3. Strategic Planning (Top Management).

FIG. 1: MANAGEMENT HIERARCHY



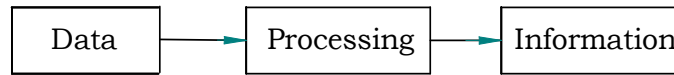
The first level strategic planning processes determines what markets or businesses the company should be in at present or plant to be in the near future. The next level, management control includes processes or functions that facilitate the management of those processes delegated to the operational control level.

The bottom level, operational control indicates processes performed to control the basic product or services produced by the company. It is concerned with individual tasks or transactions, such as procurement or raw material as per prescribed quantity and quality, selling of products to specific customers.

INFORMATION

It is the data that is processed in a form which helps the management to take decisions i.e. it is the data that have been put into a meaningful and useful context and communicated to a recipient who uses it to make decisions. The relation of data to information is that of raw material to finished product. The word information is a processed data, useful or relevant data, data with surprise value, data which is useful in the decision making process. Information is a concept unique with reference to its receiver, i.e. the same data may convey different meaning (information) to different people.

FIG. 2: RELATIONSHIP OF DATA AND INFORMATION



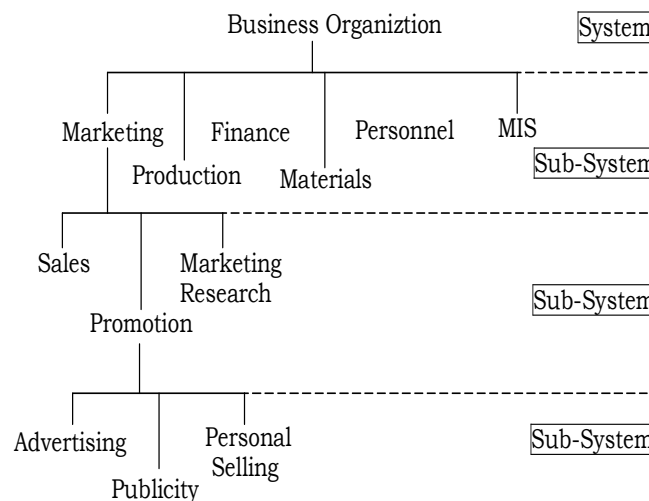
Different levels of management utilize different types of information as the three levels of management perform different functions in an organization.

SYSTEMS

A system is set of elements joined together to achieve common objectives i.e. group of elements organized with a purpose. The systems often have multiple goals. The system utilizes computer hardware and software, manual procedures, management and decision models and database. A system is made up of sub-system, which may be composed to further sub-system. Sub-systems send and receive data from each other.

The systems can be either probabilistic or deterministic in nature. The Physical systems can be classified as Natural (Human Body) and Artificial (Information system). The systems may be open or closed. Closed systems can be standalone with no connection with other systems. Open systems interface and interact with other systems.

FIG. 3: BUSINESS ORGANIZATION AS A SYSTEM

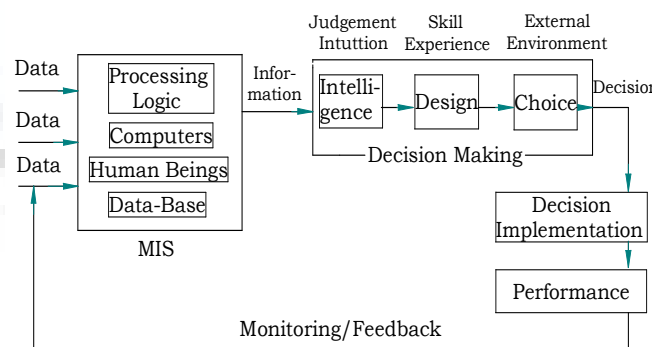


MANAGEMENT INFORMATION SYSTEM

The MIS is an integrated user-machine system for providing information to support operations, management and decision making functions in an organization. The system utilizes computer hardware and software, manual procedures, models of analysis, planning, control and decision making and a data base.

It is a system having a combination of persons, machines , procedures and data base as its elements, which gather data from the intra and extra sources of an organization and after processing these date supply management information to the managers in an organization to support the decision making process of the management. The diagrammatic representation of the concept of MIS has been show in figure (3).

FIG. 4: THE CONCEPT OF MIS



Management Information Systems are of vital importance for all kinds of organizations. These come handy to management's by providing management information at various stages of decision making and thus greatly help the organizations to achieve their predetermined goals and objectives.

RESEARCH METHODOLOGY

OBJECTIVE OF THE STUDY

The objective of the study is to understand MIS acceptance and usage in small scale industries.

SCOPE OF THE STUDY

40 small scale industries were covered for the purpose of this study. The study is exclusively based on the primary data collected through a sample survey. Main emphasis was laid to understand MIS usage and problems which hinder its use.

SAMPLING TECHNIQUE AND SAMPLE SIZE

The population of the study comprised of General Managers, Chief Executive and Industrialists of Various organizations. Around 40 Industries of small scale were selected on the basis of judgmental sampling.

DATA COLLECTION

To achieve the objective of the study, the data was collected through a structured and pre-tested questionnaire. The questionnaire was prepared on the basis of review of literature and many discussions with professionals, consultants and experienced academicians. All the selected respondents were personally contacted to get the questionnaire filled. The responses were collected on five point liker type scale ranging from strongly agree to strongly disagree.

SCORING OF DATA

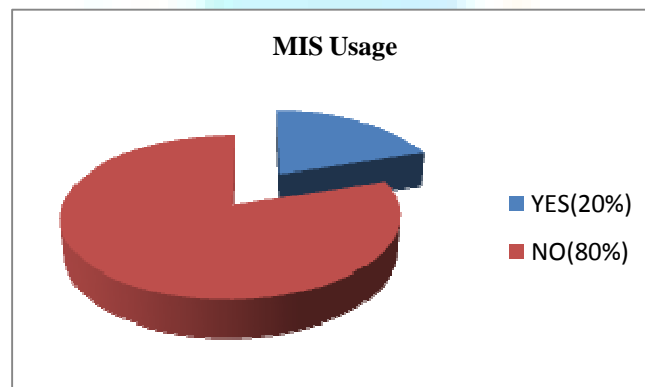
After the data collection was over, the scoring was done by assigning a numerical value of 5 to the most favorable (strongly agree) position on the scale, 4 to the next most favorable and so on. Thus all the responses obtained were converted in quantitative data, which were further subjected to tabulation, analysis and interpretations.

TABLE-1: MIS USAGE IN SMALL SCALE INDUSTRIES

	Small Scale Industries		
	Yes (%)	No (%)	Total (%)
MIS Usage	8 (20)	32 (80)	40

The percentage use of MIS in 40 small scale industries is shown in graph-1.

GRAPH – 1: MIS USAGE IN SMALL SCALE INDUSTRIES



RESULTS AND DISCUSSION

An analysis of Table-1 reveals that only 8 industries out of 40 industries (20%) in small scale sector is using Management Information System for supporting decision making process. The remaining 32 industries out of 40 industries (80%) yet accept and use Management Information System for supporting decision making process.

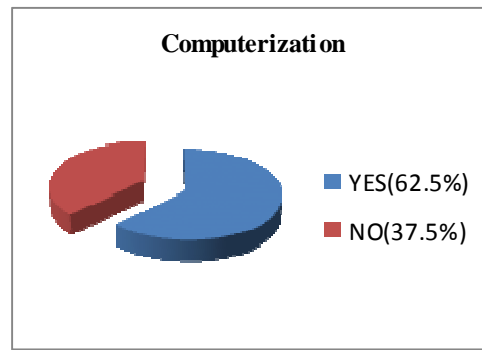
To find out the possible reasons for inadequate MIS usage in industries, the respondents were requested to provide a feedback on various factors which could be possible causes for non-use of MIS in their respective industries. As per the Table-1, 32 organizations out of 40 industries are not making use of MIS. So we have collected feedback from 5 respondents of these industries to find out the possible reason for non-usage of MIS in these industries. After collecting the feedback, the average and standard deviation is calculated for each reason for non–use of MIS. The responses thus obtained are analyzed and the results are tabulated in Table-2 for small scale industries.

TABLE – 2: REASONS FOR MIS NON-USE IN SMALL SCALE ORGANIZATIONS

Reason	Small Scale		
	Yes	No	Total
1. There is no computerization in my organization.	12	20	32
	Average		S.D
2. We do not know much about potential usages of Computers.	3.40		0.63
3. Financial Constraints is a reason for non-use of Computer/MIS.	3.87		0.73
4. Trained Computer Personnel are not available.	2.96		0.53
5. MIS is too expensive to use.	3.31		0.58
6. Benefits from MIS are low.	3.87		0.60
7. I have not heard of MIS.	3.03		0.59
8. Decisions I make are mostly too simple to need a computer.	4.18		0.65
9. I usually do not have time pressure when making decisions.	4.00		0.50
10. I usually do not face “what if” questions when making a decision.	2.90		0.52

The percentage use of computers in the small scale industries which are not making use of MIS (32 industries) is shown in graph-2.

GRAPH – 2: COMPUTERIZATION IN SMALL SCALE INDUSTRIES



An analysis of Table-2 indicates that the various reason for non-use of MIS in small scale industries. The main reason for non-use of MIS in small Scale organizations is non-use of computers and limited use of computers has been attributed to unawareness of potential activities which a computer can handle and incomplete or no information about MIS and its benefits. As per the calculated values of standard deviation for each reason it lies very close to the calculated values of average. So the deviation is not much to the average i.e. the reason from the respondents are appropriate for the non-use of MIS in these industries.

CONCLUSION

The study reveals that MIS is not being used much by small scale industries. Strategic level managers of small scale industries are still to appreciate the potential of this powerful application of Management Information System. In order to increase the usage of MIS in small scale industries, there is a need to build up computer culture by properly disseminating information about potential computer applications and their benefits. Such information dissemination is required to be made through various conferences/ seminars/training programs etc. This in turn, increases the usage of MIS in small scale industries, which helps the concern people to get the right information at right time and also to take day to day decision as and when required by the different levels of management to perform different functions in an organization.

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