MANAGEMENT AND USE OF THE INFORMATION

MANAGEMENTUL ŞI UTILIZAREA INFORMAȚIEI

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Abstract: *Today, human society is characterized by three elements, which are in full process of development: information, technology and science. Continuous evolution of these elements marked a positive step in our era, taking it on an incredible progress regarding the past. Civilization has known during its existence an agricultural step and industrial one, now going through the information and communication era, era that "arises from the clash of new values and techniques, new lifestyles and modes of communication". Given that information has become one of the three manifestations of matter and the need for communication and information is more acute than ever, there have been developed new ways of communication that allows us to receive and emit or almost instant messages from around the world.*

The value of information is now huge: it has become the symbol of the beholder. Although only today is valued at its maximum potential, its value goes back thousands of years. Gradually information is becoming increasingly important, and there are made efforts to it to be transmitted to others. Information has become a staple of contemporary society, it is present everywhere, becoming a potential strategic

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MANAGEMENT

In the literature there are many definitions of management. They differ from one country to another, from one author to another.

Traditionally, managers have five main functions. They plan, organize, coordinate, command and control. Today, in a competitive and changing environment, the role of manager is more complex. He must be inspired and try to have a clear vision of future information services. This means building a system in which different personalities can work together.

To create a common identity, the manager should possess communication skills, motivation and leadership.

Strategy must focus not only on individuals and the internal environment, but the manager must take into account existing and potential competitors from the external environment. Studies in the competitive environments should focus on profitability and productivity. They may increase in the effective management of information resources, human, financial and technological.

INFORMATION MANAGEMENT

Information Management can be defined as all processes and behaviors that track actual production, coordination, storage, retrieval, analysis, evaluation, dissemination and use of information.

The role of information can be to support learning and teaching, or may be a raw material from which researchers work advanced synthesizes, in commercial context is the foundation of her role in your management decisions.

Generally in an organization are three management levels: the upper, middle and bottom. Each plays and requires different qualifications. It is necessary to understand the tasks of each level, to ensure the specific function. Activities and skills differ from one level to another. The number of people at each level decreases towards the top, so that finally there's a single general manager.

-Senior management - this level includes prominent members of the organization. He is responsible for planning and environmental scanning to discover changes that may affect the competitiveness of the organization. Managers at this level receive the information you put in your relationship and then make decisions concerning customers, competition and change.

- Middle-management – this level receives strategies and policies from the higher level, which translate into action programs implemented by the lower level. As an interface between the upper and lower level, managers at this level consumes most of the time for higher level communications through telephone conversations, sending and receiving e-mail, attending meetings, drafting reports.

- The lower-level-management is directly responsible for distribution

services through their work units and resource management in order to achieve short-term objectives. At this level the managers are leaders of teams. Their role is to assist customers and resolve their complaints.

A key role of manager is the act of dissemination of information. Managers communicate other information received from outside or inside. Some information is clear, while others involve the interpretation and integration of various views of subordinates and bosses inside or outside the organization.

The role, the activities and skills of managers are in a continuous transformation in the sense of environmental change. With the expansion of responsibilities of managers, new skills are required to allow efficient management of information resources.

Knowledge management levels, tasks and skills, allow the manager to understand its role in the organization and effective participation in achieving the purpose of information services to facilitate access to information for individuals and organizations necessary to support decisions, especially those on predicting the future.

One of the factors that will affect the future of the organization in a consistent way will be the change. Both, the speed and the size, will change the most influence over the management of organizations and information services that support their business needs. Organizations with success in the future will be those who will be able to move rapidly and quickly to change. Furthermore, in order to be able to control change, successful organizations will be the intelligent. An intelligent organization is one that uses information and technology for competitive advantage.



Figure 1 - Knowledge pyramid of the intelligent organization

Information and knowledge are tools that increase the quality and performance. Quality does not have to consider only the final products or services, quality procedures eliminate costs, and shorten waiting, saving energy in cyclic production. Adequate information allows managers to make decisions so as to create an environment where quality is contained or transferred products and services. This type of information provides support for measuring performance and making the best decisions.

THE ACCESS TO INFORMATION

A load hook information service manager is to make information available when and where required. Information is needed at senior levels of management to support decision is necessary to allocate resources and to provide better customer service. Information is also required from psychological and motivational reasons.

If employees have a clear vision of the future organization and are informed of changes, especially in a turbulent environment, they feel more secure. A consequence is that they will want to participate in change and provide suggestions. This will decrease the time they consume it speculating on the future. Traditionally Information is power, so managers resorting to persuasion and negotiation skills must ensure that all of the organization has access to it.

Information is needed every day people make decisions in the community, same as happens in organizations. This is the democratic society.

Information Services operates in the context of two areas: internal and external. Both affect how services are run in order to provide information services to their customers. If the manager and staff haven't a clear vision of these environments and the impact they have on their operations, work is in vain.

The external environment includes external conditions in which information services operate. Most organizations operate in complex, changing environments, which continuously creates new challenges that must be controlled to ensure survival and success.

The internal environment of the organization requires the same attention as the external driving. The internal environment includes factors

that influence activity within the organization. Factors such as structure, culture, values, management styles, communication, technology represents the internal environment.

A main task of management is to ensure that service information is efficient and adapts to changing internal and external.

INFORMATION AND MANAGEMENT

In all organizations, especially in small and medium organizations operations are rarely observed directly. They expect substantiation decisions, preparing plans and control activities by using information that can be obtained from formal sources - for example from the enterprise MIS - or informal sources such as direct discussions, phone calls, social contacts and so on. Management is faced with a much accelerated rate of change in an environment of increasingly complex and high level of great uncertainty.

Ideally, the manager must be able to define the type of information they request and needs, and MIS should be able to provide. In practice, of course, the manager is forced by circumstances to use available information derived from available sources. Peter Drucker highlights "the manager is unable to take all actions it needs. Most decisions are based on incomplete knowledge - both because the information is not available and because it cost too much time or money. There is nothing more insidious or more painful, more common than expected basis for a presumption accurate decision based on rough and incomplete information."

Despite the difficulties of producing information, managers necessarily need relevant information for assistance in planning, control and making the decision. Relevant information will be characterized by:

- Increase knowledge;
- Reducing uncertainties;
- Is usable for its intended purpose.

The traditional speech declaring that "things done through people management", will be complete in this sense the "things done through people management, using relevant information".

Even if all managers need information, not all need the same type of information.

The type of information required is dependent on many factors

including: the management, the actual tasks, privacy, and emergency. This is natural to classify information.

Information can thus be classified in many ways. Without being exhaustive classification of the following approach is useful:

- By source - internal, external, primary, secondary, etc. government.
- By nature - quantitative, qualitative, formal, informal, etc.
- After level - strategic, tactical, operational
- After temporality - historical, present, future
- By frequency - continuous (real time), hourly, daily, monthly, yearly, etc.
- After use - planning, control, substantiating the decision
- After occurrence - at planned intervals, occasionally, on request
- By type - detail, summary, aggregate, etc. abstracted.

CHARACTERIZATION OF THE INFORMATION

The concept of information in organizational meaning is more complex and difficult than it suggests its common use. The information will appear as the data were interpreted and understood by the message receiver. It should be noted that not only the user and the issuer is involved in transforming data into information. There is a process that involved understanding and followed by a message can have different meanings for different receptors. From here you can highlight the data were analyzed, summarized and processed by a particular manner to produce the message, which is conventionally called "management information" is information only after it has been understood by the receiver.

The functions of information:

- Reducing uncertainty: uncertainty exists where meets poor knowledge. Basically you can never achieve perfect knowledge and as a result of relevant information is the basic element of reasoning, that what can be done is only a reduction of ignorance and not eliminate it. This is clearly relevant in planning issues and rationale of the decision;
- Support for monitoring and control - this is accomplished by providing information relative to performance, which results in increased empowerment and management operations, relative to the control and verification;

- Means of communication - appears as a necessity to establish contacts relative information, control, evaluation and placement in a particular market;

- Extra memory - performance relative to existing information, transactions, results related to past actions may determine the use of predictionare mechanisms by correlation with the changes, which can lead to a correct decision;

- Support for simplification - reducing misunderstanding leads to clarify issues that remain the same even if the complex can be more easily manageable.



Figure 2 - The relation between wisdom, knowledge, information and data

Information has value in itself, its value derives from the behavior of exchange value minus the obvious decision cost of producing information. Trend that occurs is to have more information available, more accurate, more updated, but good information can be positive only if it involves decision making, in other conditions information has no value. It should be noted once again that the user is most important. Data capture, their handling, recording and processing - by whatever means - involve certain costs and do not produce value. Only by understanding the communication and interpretation of the data to their handset, with their transformation into information may occur, in fact the value of using information to increase decision-making.

CONCLUSIONS

Information quality is defined as that information which is used as the source of value creation. Experience, based on research showing that good information has the following qualities:

- Is relevant for the intended
- Is sufficiently accurate for purposes
- Is sufficiently complete for the problem to be solved
- Comes from a trustworthy source
- Is communicated to appropriate agent
- Is communicated in due time from the event
- Is placed on the appropriate level of detail
- Is communicated through appropriate channels of communication
- Is well understood by the user.

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