Prezentace předmětu:
**INFORMATION MANAGEMENT**

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# INFORMATION MANAGEMENT

## 1. INFORMATION MANAGEMENT - DEFINITIONS, TASKS, AND ROLES

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# Introduction

Information management has its own definition, roles, and roles. Information management is a very important area of management that deals with collecting, processing, managing and distributing information to one or more users.

Within businesses, the need for information from staff from different departments is increasing.

This trend puts high demands on delivering correct, timely and necessary information also with regard to access rights to information itself.

# Goals of the chapter

✓ **Define the concept of information management**

✓ **Define an information society**

✓ **Clarify the difference between past and present concepts of information management**

✓ **Definition of information management**

✓ **Introducing information management tasks**

✓ **Getting to know the role of an information manager**

✓ **Introducing methods of information management**

# Information management

Information management is a relatively new concept, which, according to most reputable authors, does not have a totally unambiguous definition, because there is no full consensus on what all areas of activity mean this term.

The ambiguous definition is also given by a certain ambiguity in terms of management and information.

Another reason is the permanent development of the understanding of the concept of information management when different concepts are changed from mere managerial conception to the view that information management also deals with data processing technologies, especially data mining etc.

# Information management - historical development

We can distinguish the three main stages of information management development. Each stage is not only a tool but also a focus on certain activities.

Stage 1 „Engineering efficiency"

Stage 2 "Information Management as an Expression Tool for ICT

Stage 3 "Applying Managerial Approaches"

# Information management - historical development

Stage 1 "engineering efficiency"

- the concept was introduced in 1966 by R. S. Taylor and colleagues in the framework of the conference on issues of system concept and processing of engineering information and teaching,

- focus on economy of hard work,

- associated with ICT application for mass data processing.

Stage 2 "Information Management as an Expression Tool for ICT Professionals

- the late 70s and 80s of the 20th century,

- the focus on the economy of IS / IT implementation and the orientation given to the automation of the procedures,

- Information management is understood as a set of management recommendations for the construction of IS / IT.

# Information management - historical development

**Stage 3 "Applying Managerial Approaches"**

- The 90s of the 20th century,

- work with resources is also applied to the IS and information,

- a major focus on efficiency and effectiveness in redesigning and re-engineering processes.

# The difference between the earlier and current concepts

The concept of information management is gradually changing. There are several definitions of the current concept of information management. Below are some of them.

For example, Vodáček and Rosický (1997) state the following definition: "Information management can be defined as a transdisciplinary set of knowledge, methods, and recommendations of systemic approaches of computer science that help to appropriately implement managerial thinking approaches and negotiation to achieve the goals of the organization under consideration".

# The difference between the earlier and current concepts

From the point of view of today's concept, it is important that information management respects the primary needs of the managerial perspective and, at the same time, also provides economically with adequate information processes.

"Information management is a conscious process that collects data that is used to support decision-making and management processes at all levels of enterprise management." (Hinton, 2006)

It should be remembered that for managers, IS / ICT applications are not the primary goals in terms of information management. They are especially effective means of facilitating, streamlining and above all improving their behavior and meeting their individualized information needs.

# Definitions and tasks of information management

Information management can be included in the company's management tasks, which deal with the identification of internal and external communication problems.

Within this concept, therefore, information management cannot be separated from the management process. Working with information in businesses and organizations is one of the essential organizational goals for which leadership must be responsible.

Information management uses system approaches that provide methodological guidance not only for problem-solving but rather enable a comprehensive way of dealing with other influences.

# Definitions and tasks of information management

Information management is a complex system that can not be judged only from the point of view of data itself, but also from the point of view of those working with them. This is basically all workers at all levels of the business, who often have specific needs and requests for access to information. These specific information needs need to be taken into account in order to set up enterprise information management correctly.

Information management techniques are set up for information management. Appropriate forms of communication are identified and identifying which information appears rational to achieve the organization's goals.

# Information manager role

The role of information management lies briefly in activities such as organizing, searching, retrieving, securing and maintaining information. Information management is closely related to enterprise management and data management.

For example, as Tvrdíková (2008) says, it is very desirable for companies and institutions to employ information managers because their importance lies in ensuring the management of the process of increasing the quality of IS and ICT in a given company or institution. It works with the top management of the company, the head of the IT department, the system administrator, system integrator or outsourcing provider.

He is responsible for managing the development and operation of the entire IS / IT, ensuring the development of the IS / IT management model, ensuring compliance between GST and IST, addressing external suppliers, personnel management of IS / IT staff, IS audit management, IS / IT traffic.

# Information manager role

Basic prerequisites for this job include:

- ❑ the ability to see ahead,
- ❑ the ability to formulate a strategy,
- ❑ ability to manage teams,
- ❑ communication skills,
- ❑ a global overview of IS / IT,
- ❑ knowledge of managing economic, organizational and personal factors of the company.

# Information management methods

Within the life cycle of information systems, management and executives responsible for information management are used to achieve the objectives of a particular method in order to efficiently perform information management tasks.

Basic methods of information management include analysis, synthesis, system approach, project management, optimization, audit and operational control.

# Information management methods

❑ **Method of analysis - is, in a general sense, a thought process that delimits a defined whole in its parts.**

❑ **Method of synthesis - represents the method of composing, joining, merging parts into an organic whole. It is the opposite of analysis.**

❑ **System Access Method - Supports solution to the problem by system view, allowing you to see the resulting system as a unity of elements and links between them.**

❑ **Project approach method - allows you to approach the preparation and design of an information system as a project, with all the necessary policies and approaches.**

# Information management methods

❑ **Optimization method - represents the process of finding the most appropriate configuration or best practice with respect to specified criteria.**

❑ **Audit - is the method for verifying or evaluating the status and comparing it with the status required.**

❑ **The Operational Management Method - is based on the continuous monitoring of the state of the information system and the elimination of its shortcomings.**

# Information Society

The first mention of the information society dates back to 1969 when Peter Drucker acknowledged the arrival of knowledge workers as the logical consequence of investment in education.

The subsequent investment in electronic infrastructure meant the arrival of an information economy, also referred to as a network or digital economy.

This completely new economy then greatly changes the nature and definition of capital itself. Profits from intellectual capital as the primary source of wealth can dramatically increase in the network economy, as the total value of the network grows exponentially with the number of individual elements, as Vaněk (2013) says.

# Information Society

According to Jonák (2003), the Information Society is defined as "a society based on the integration of information and communication technologies in all spheres of social life to such an extent that it fundamentally changes social relationships and processes. The increase in information resources and communication flows is increasing to the extent that it can not be managed by existing information and communication technologies."

Why is information so important? The answer is, for example, Vaněk (2013), which states that information has become one of the key sources of each organization. Significant is also their difference from material and financial resources, especially in the fact that their value decreases considerably over time and does not diminish, on the contrary. Data stored by employees in enterprise information systems is the property of an organization as well as systems themselves.

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