Case Study for Information Management

Global E-Business and Collaboration:
NTUC Income (Chap. 2)

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Chap. 2
Global E-Business and Collaboration:
NTUC Income
Case Study: NTUC Income (Chap. 2) (pp.105-106)

Modernization of NTUC Income

1. What were the problems faced by Income in this case? How were the problems resolved by the new digital system?

2. What types of information systems and business processes were used by Income before migrating to the fully digital system?

3. Describe the Information systems and IT infrastructure at Income after migrating to the fully digital system?

4. What benefits did Income reap from the new system?

5. How well is Income prepared for the future? Are the problems described in the case likely to be repeated?

Overview of fundamental MIS Concepts

The Order Fulfillment Process

A Payroll TPS

Employee Data

To General Ledger

Employee/File Database

Payroll System

Management reports

To government agencies

Employee paychecks

Online queries

Payroll data on master file

Employee Number
Name
Address
Pay rate
Gross pay
Federal tax
FICA
Medicare
State tax
Net pay
Earnings (YTD)

How Management Information Systems Obtain Their Data from the Organization’s TPS

Voyage-Estimating Decision Support System

PC

Online queries

Analytical models database

Ship file (e.g., speed, capacity)

Port distance restrictions file

Fuel consumption cost file

Ship charter hire history cost file

Port expense file

Enterprise Application Architecture

Suppliers, Business Partners

Processes

Enterprise Systems

Supply Chain Management Systems

Processes

Processes

Customer Relationship Management Systems

Knowledge Management Systems

Functions and Marketing

Manufacturing and Production

Finance and Accounting

Human Resources

Requirements for Collaboration

**Collaboration Capability**
- Open culture
- Decentralized structure
- Breadth of collaboration

**Collaboration Technology**
- Use of collaboration technology for implementation and operations
- Use of collaborative technology for strategic planning

**Collaboration Quality**

**Firm Performance**

The Time/Space Collaboration Tool Matrix

- **Same time**
  - Synchronous
  - **Face to face interactions**
    - decision rooms, single display groupware, shared table, wall displays, roomware,...

- **Different time**
  - Asynchronous
  - **Continuous task**
    - team rooms, large public display, shift work groupware, project management,...

- **Same place**
  - Colocated

- **Different place**
  - Remote

**Time/Space Collaboration Tool Matrix**

**Remote interactions**
- video conferencing, instance messaging, charts/MUDs/virtual words, shared screens, multi-user editors,...

**Communication + coordination**
- email, bulletin boards, blogs, asynchronous conferencing, group calendars, workflow, version control, wikis,...

Case Study: iPad and Apple (Chap. 3) (pp.133-134)

Is the iPad a Disruptive Technology?

1. Evaluate the impact of the iPad using Porter’s competitive forces model.

2. What makes the iPad a disruptive technology? Who are likely to be the winners and losers if the iPad becomes a hit? Why?

3. Describe the effects that the iPad is likely to have on the business models of Apple, content creators, and distributors.

資訊管理個案
(Case Study for Information Management)

1. 請同學於資訊管理個案討論前應詳細研讀個案，並思考個案研究問題。
2. 請同學於上課前複習相關資訊管理相關理論，以作為個案分析及擬定管理對策的依據。
3. 請同學於上課前先繳交個案研究問題書面報告。
References


– 周宣光 譯 (2011)，資訊管理系統—管理數位化公司，第12版，東華書局