



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

LCLM 5004: Managing Business Information

Group presentation –PPT

Title: Component 1- Group Presentation on Different Information Systems

Course: BA (Hons) Leadership and Management Skills for the Workplace

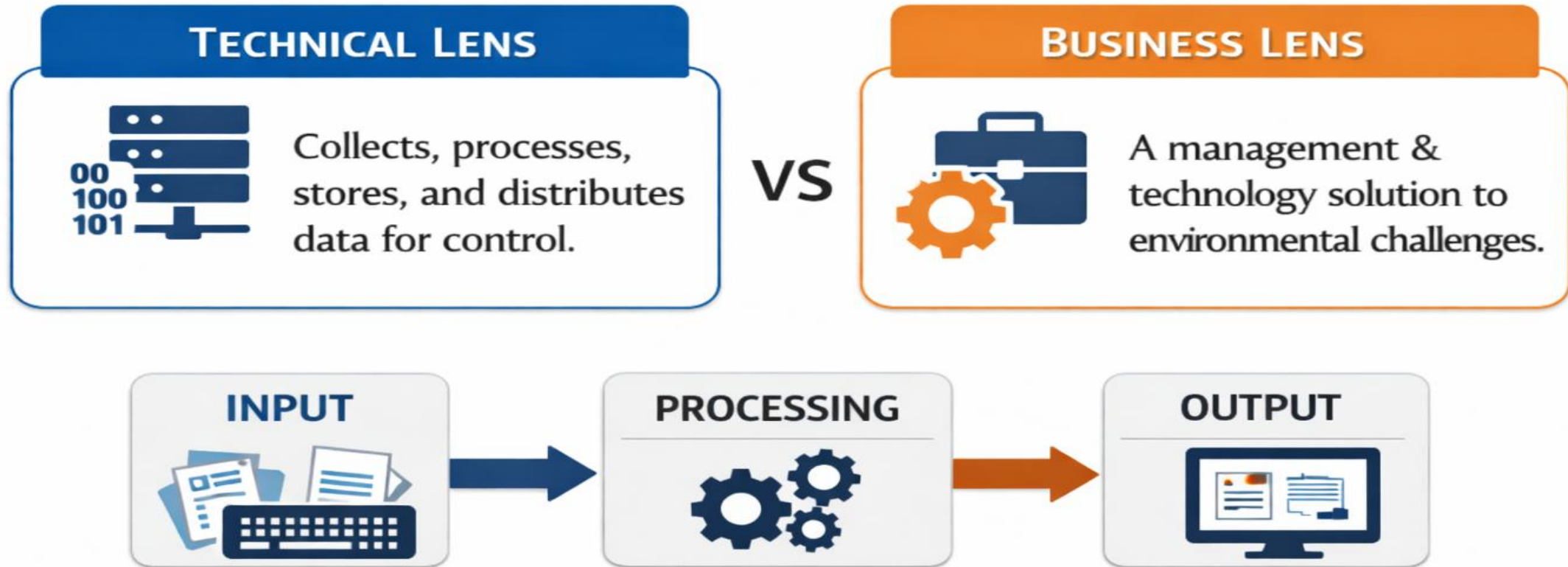
Student name: Vasyl Kovenia

Student number: 2422023

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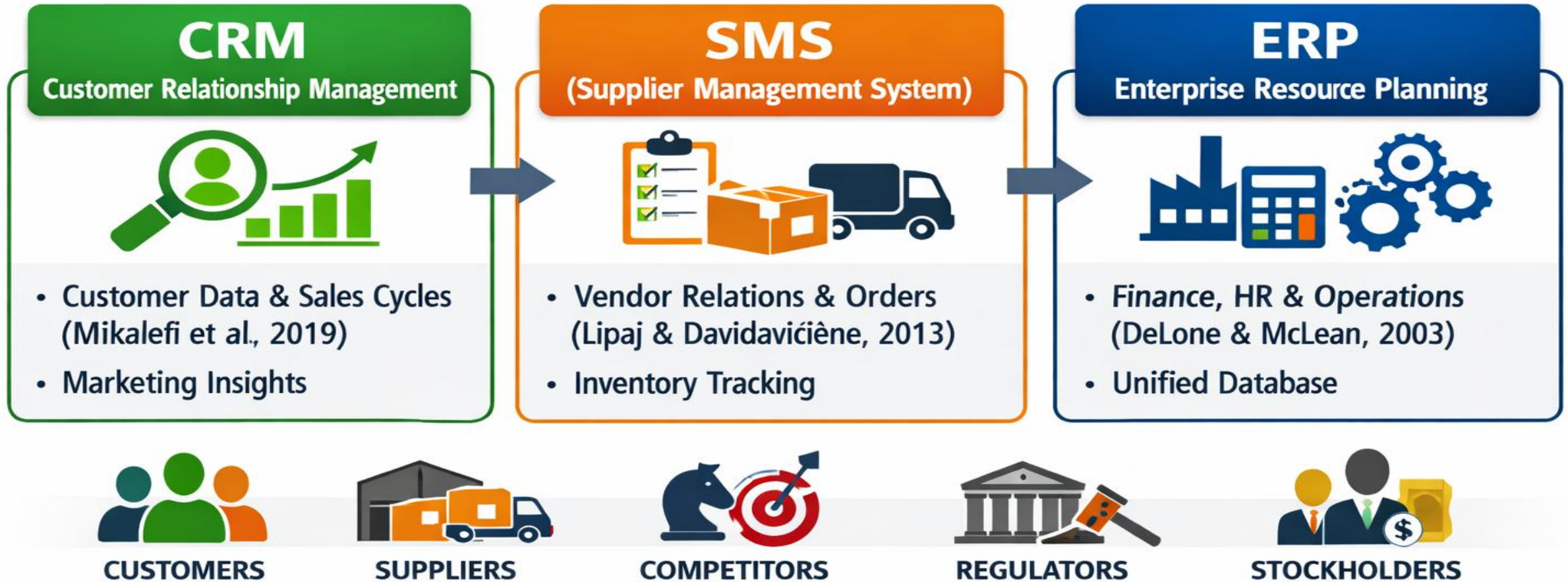
Lecturer: Amitave Banik

DEFINING AN INFORMATION SYSTEM (Laudon & Laudon, 2020)



CORE TYPES OF SYSTEMS

(Laudon & Laudon, 2020; Kraus et al., 2022)



CONNECTING SYSTEMS TO BUSINESS BENEFITS

(Laudon & Laudon, 2020; Mustafa, Ausat & Kraugusteliana, 2024)

System	Business Efficiency	Decision-Making	Competitive Advantage
 CRM	Automates Support (Mikalefi et al., 2019)	Tracks Trends (Kraus et al., 2022)	Deepens Loyalty (Lipaj & Davidaviciene, 2013)
 SMS	Cuts Waste & Delay (Lipaj & Davidaviciene, 2013)	Real-Time Leads (Mustafa et al., 2024)	Optimizes Costs (DeLone & McLean, 2003)
 ERP	Breaks Data Silos (Laudon & Laudon, 2020)	Firm-Wide Data (Kraus et al., 2022)	Market Adaptation (Mustafa et al, 2024)

The Real-Flow Data Process & External Environment

The Real-Flow Pipeline (Laudon & Laudon, 2020):

- **Input:** Collect raw environmental data
- **Processing:** Convert data into meaningful business context
- **Storage:** Secure institutional memory
- **Output:** Distribute information to stakeholders

Five Key External Actors:

- Customers — CRM systems
- Suppliers — Supply chain networks
- Regulators — Compliance reporting
- Competitors — Market intelligence
- Stockholders — Financial transparency



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- **Lipaj, D. and Davidavičienė, V.** (2013) 'Influence of Information Systems on Business Performance', *Mokslas - Lietuvos Ateitis*, 5(1), pp. 38–45.