

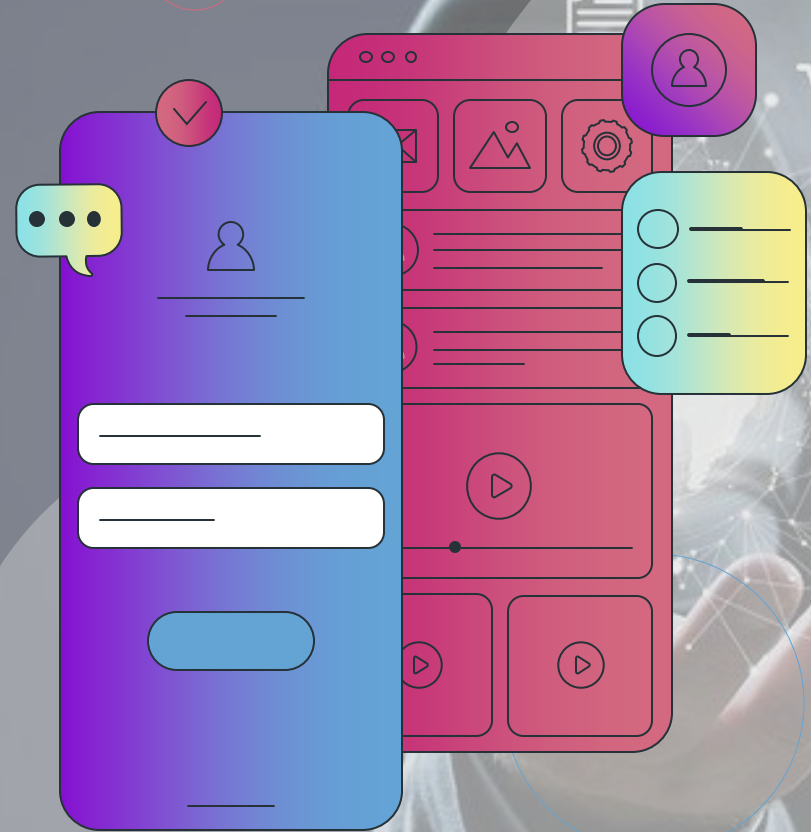
Growing Business Seeking Digital Modernisation

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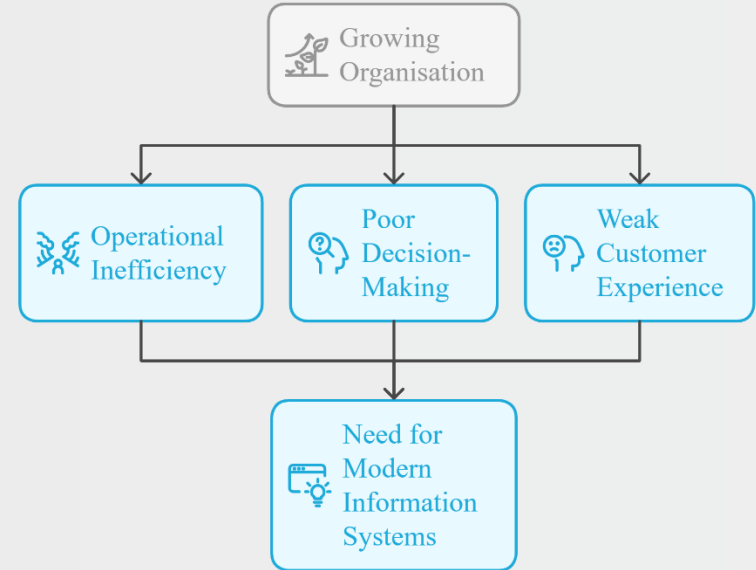
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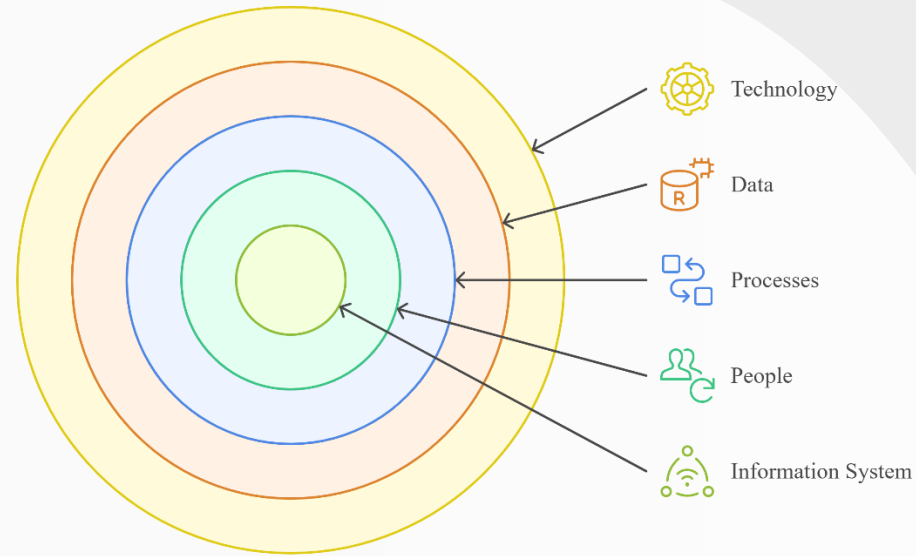


INTRODUCTION

- Growing organisations rely heavily on information systems
- Need for improved efficiency and informed decision-making
- Increasing competition and customer expectations (Nudurupati et al., 2022)
- Role of consultants in advising system selection
- Focus on analysis, ethics, and real-world application



WHAT IS AN INFORMATION SYSTEM?

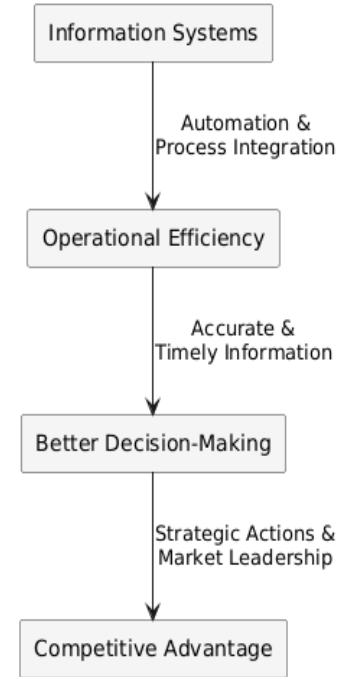


- Combination of people, processes, data, and technology
- Supports operations, management, and strategy
- Technical and business perspectives
- Enables data collection, processing, and reporting (Karina, Nabiha and Jurnal, 2025)
- Foundation of modern organisations

ROLE OF INFORMATION SYSTEMS IN BUSINESS

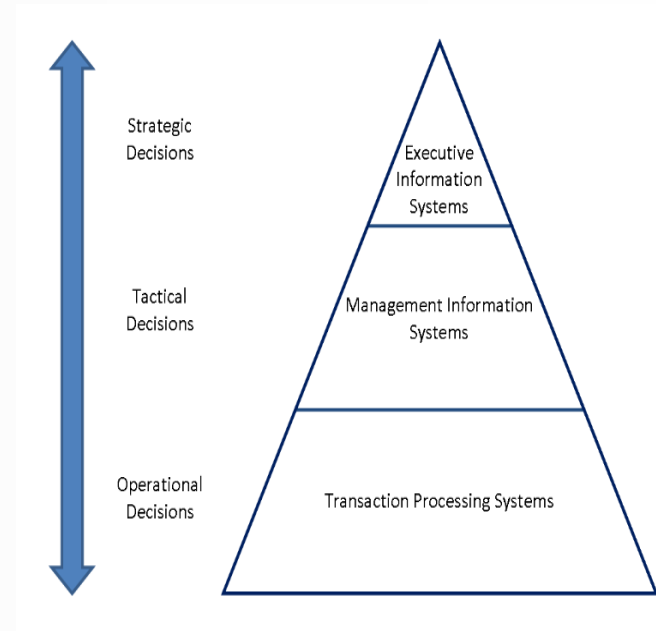
- Improve operational efficiency
- Support managerial decision-making
- Enhance coordination across departments
- Enable competitive advantage (Liu and Lai, 2025)
- Improve customer service and responsiveness

Role of Information Systems in Business



TYPES OF INFORMATION SYSTEMS

- Transaction Processing Systems (TPS)
- Management Information Systems (MIS)
- Enterprise Resource Planning (ERP)
- Decision Support Systems (DSS) (Mulaydinov, 2024)
- Customer Relationship Management (CRM)



SYSTEM 1: TRANSACTION PROCESSING SYSTEM (TPS)

- Handles routine day-to-day transactions
- Examples: sales, payroll, inventory
- High accuracy and speed (Alabat et al., 2021)
- Improves operational efficiency
- Limited strategic insight



SYSTEM 2: MANAGEMENT INFORMATION SYSTEM (MIS)

- Converts operational data into reports
- Supports middle management
- Improves planning and control
- Structured and periodic reporting (Rusilowati et al., 2024)
- Limited flexibility for complex decisions

MIS Processing

Data processing and analysis



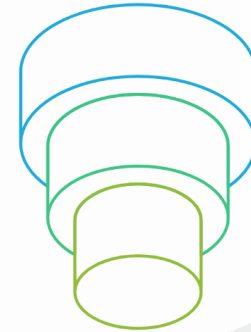
Managerial Decisions

Planning and control actions



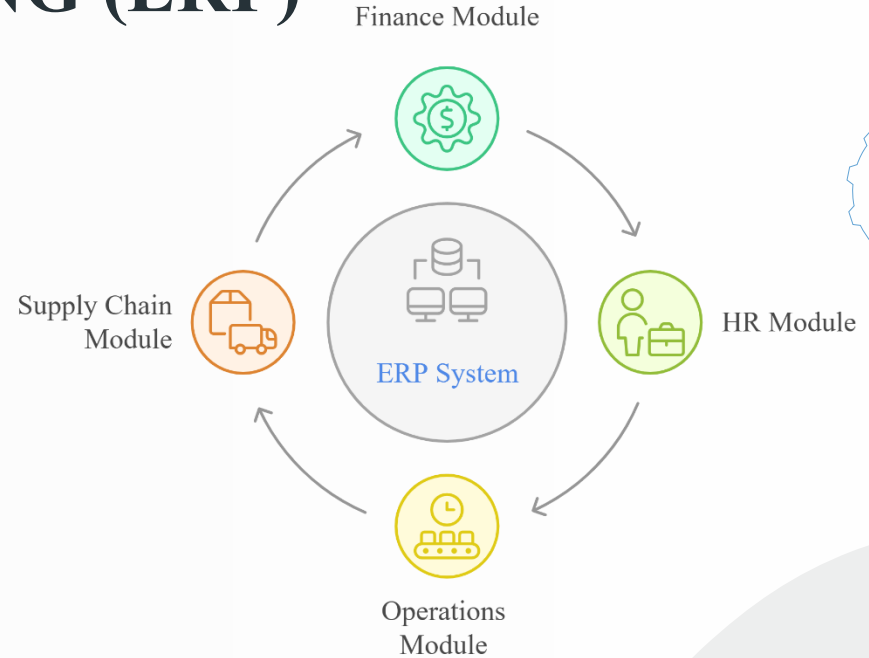
Management Reports

Structured reports and summaries



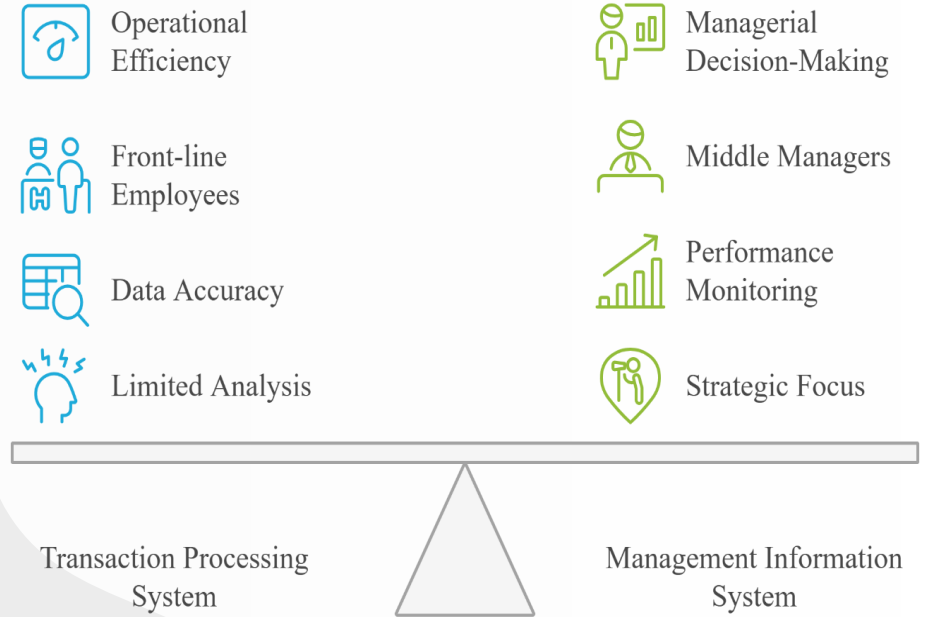
SYSTEM 3: ENTERPRISE RESOURCE PLANNING (ERP)

- Integrates multiple business functions
- Centralised database
- Improves coordination and efficiency
- Supports organisational growth (Febrianto and Soediantono, 2022)
- High cost and implementation complexity



COMPARATIVE ANALYSIS OF SYSTEMS

- TPS: Operational focus, high efficiency
- MIS: Managerial reporting and control
- ERP: Strategic integration and scalability (Javaid, 2021)
- Cost and complexity increase with system-level
- Systems complement rather than replace each other



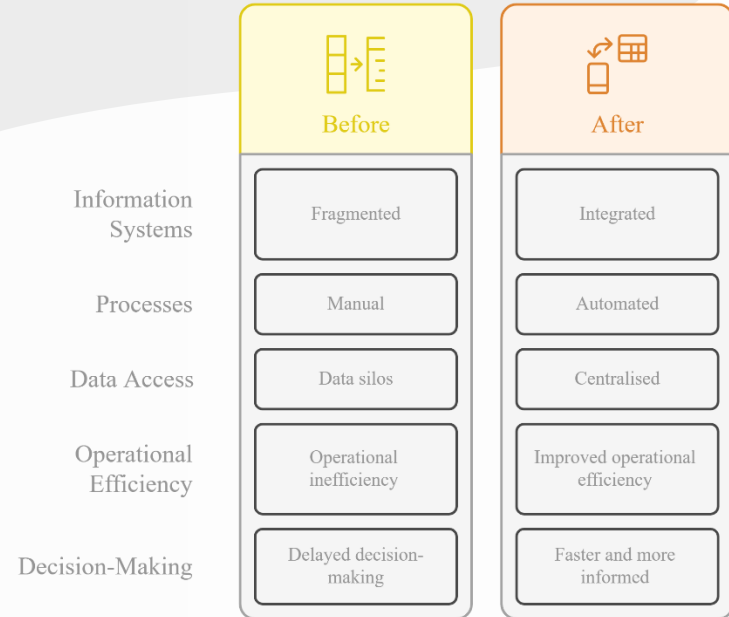
ETHICAL CONSIDERATIONS

- Data privacy and security risks
- Employee monitoring concerns
- AI bias in automated decisions (Ramamoorthi, 2021)
- Transparency and accountability
- Need for ethical governance



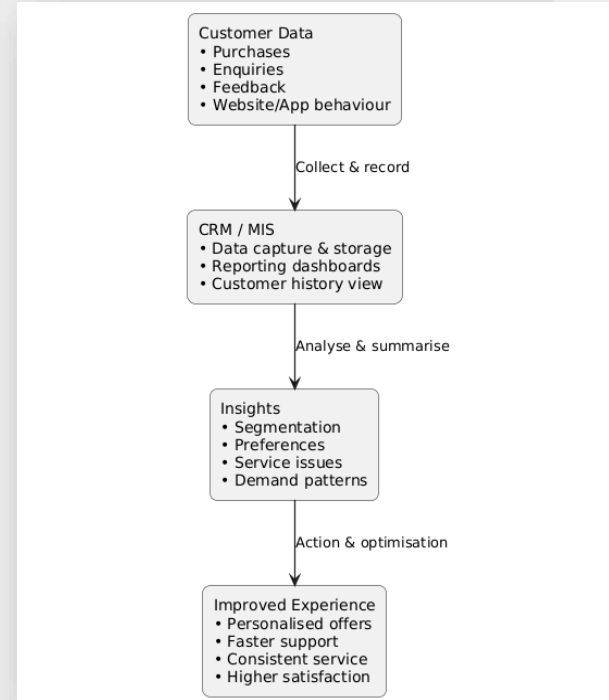
CASE STUDY 1

- Organisation implemented an ERP system
- Improved operational efficiency
- Better data integration (Mehta, 2025)
- Initial resistance from employees
- Long-term performance improvement



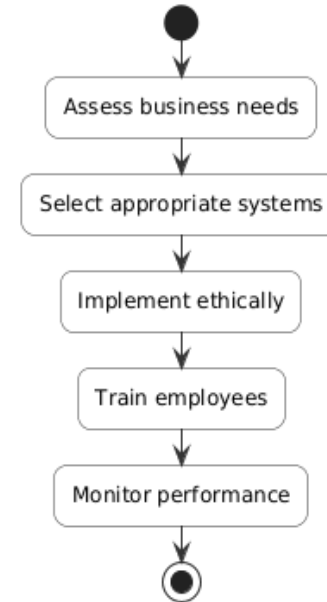
CASE STUDY 2

- Organisation adopted MIS and CRM
- Improved customer insights
- Enhanced managerial reporting
- Data privacy challenges (Islam et al., 2025)
- Improved customer satisfaction



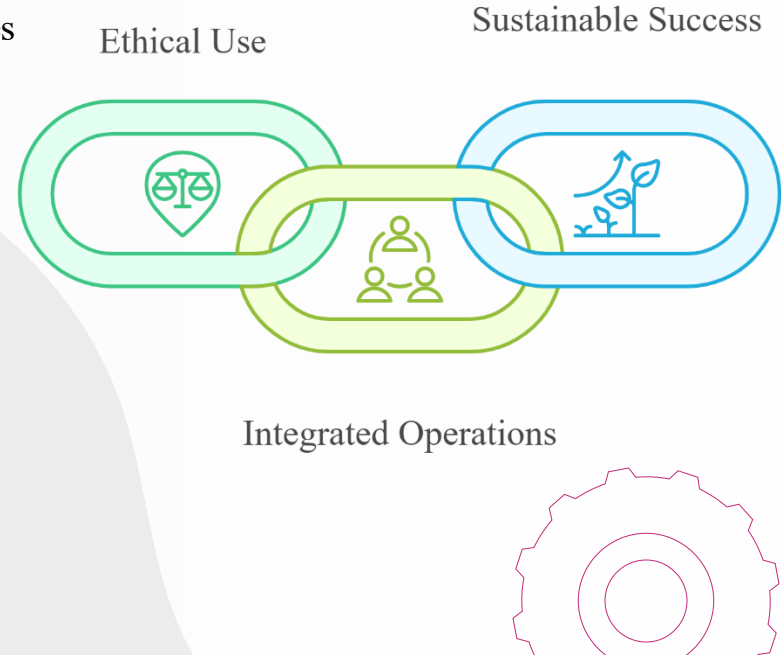
RECOMMENDATIONS

- Implement an integrated system approach
- Combine TPS, MIS, and ERP
- Align systems with business strategy
- Prioritise ethical governance (Wadhah et al., 2024)
- Invest in training and change management



CONCLUSION

- Information systems are essential for modern businesses
- Different systems serve different organisational needs
- Ethical considerations are critical
- Integrated systems improve performance
- Strategic selection supports long-term success



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