

**A STUDY TO MEASURE THE IMPACT OF INTRANET ON
ORGANIZATIONAL FUNCTIONS AND ACTIVITIES:
A CASE STUDY AT BANK KERJASAMA RAKYAT MALAYSIA
BERHAD
LUKUT BRANCH**

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Dear Sir,

Submission of Research Project

I would like to take this opportunity to submit a Research Project Paper for your approval. For your information, the title of my Project Paper is as follows;

“ A Study To Measure The Impact of Intranet on Organizational Functions and Activities: A Case Study at Bank Kerjasama Rakyat Malaysia Berhad, Lukut Branch” Based on the research findings, conclusions and recommendation has been proposed to the organization and future studies.

I hope that this Research Project will meet the requirement of the Faculty. I appreciate all the guidance and support that have been given upon the completion of this Research Project Paper.

Thank you for your kindness in accepting this project paper.

Yours Sincerely,

SIHAM BINTI HAJI ABDUL SHUKOR

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ABSTRACT

A STUDY TO MEASURE THE IMPACT OF INTRANET ON ORGANIZATIONAL FUNCTIONS AND ACTIVITIES: A CASE STUDY AT BANK KERJASAMA RAKYAT MALAYSIA BERHAD LUKUT BRANCH

In recent years, information has become the critical commodity needed for success in the changing global economic order. Accordingly, business organizations have come to the conclusion that they require an extensive data repository in order to acquire a competitive advantage in a dynamically changing market. Information Technology (IT) has created the Intranet as a vitally important mechanism for the storage, dissemination, and even the analysis of data.

The present study is an attempt to develop a more thorough understanding of the potential and actual impact of the Intranet on organizational functions and activities. It also consists of an effort to assess the impact of the Intranet on such functions and activities. Bank Kerjasama Rakyat Malaysia Berhad was established under the Co-Operative Ordinance 1993. Bank Rakyat has become fully an Islamic Bank in 1993. Bank Rakyat has chosen to upgrade its computer system and had been fully online in August 1999 by launching the 'Integrated Retail Banking Systems'. The integrated computer system also had brought along the Intranet System of Bank Rakyat. From that date the Intranet had been developed and the management of Bank Rakyat had used it as a tool of communication that had influenced the organizational functions such as communications, decision making and work collaboration.

The research was performed by using Bank Rakyat Lukut as a sample branch and the respondents are from the manager, officers and staffs. The respondents were asked to assess the value of the Intranet technology currently employed by Bank Rakyat.

The statistical results of the study revealed that the respondents believed that the extent of the Intranet use significantly related to improvements in overall organizational activities.

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