Information Management Strategy Implementation in Organizations

Muhammad Azhar Mohamad[1], Saiful Farik Mat Yatin[1,2], Muhammad Izzat Adha Zahir[1], Syed Hisham Shah Syed Hilmi[1]

[1]Faculty of Information Management, UiTM Selangor, Shah Alam, Malaysia
[2]Institute for Big Data Analytics and Artificial Intelligence, UiTM, Shah Alam, Malaysia

Email: 4zhar91@gmail.com

Abstract. This paper explains the implementation of information management strategy in the organization. The term "information strategy" refers to the management and use of "information" as a strategic resource. In the strategy hierarchy, information strategy might be integrated with the organization's strategic plan. Information-based activities now occupy a significant amount of the workforce and are becoming increasingly vital to the success of organizations and the efficiency of administrations. This paper evaluates the information strategies implementation, explores previous studies, planning for productivity, discussion, and conclusion on the topic for further studies.
Keywords: Organization, information strategy, planning and guidelines, information management.

1   Introduction

In this new era of technological advancement, developments in information processing technologies and telecommunications have impacted numerous production and service sectors, particularly the management of an organization's information resources and information services. Managing all sorts of information and its implementation into successful information systems and services are increasingly crucial for organizations to function effectively in times of rapid environmental and technological development.

Every nation now functions in a more chaotic and unstable global business environment. This shows how important it is for businesses and governments to monitor local, regional, and global events and use this information when making important decisions. At the global level, a cluster of variables has increased the

significance of managing organizational information services while providing more complex tools and technology to facilitate and stimulate this process.

Due to the national and worldwide environments in which business, industry, and government work, as well as advancements in computer and communications technology, management at the individual manager level, is becoming more "complex and complicated." Information-based activities now occupy a significant amount of the workforce and are becoming increasingly vital to the success of organizations and the efficiency of administrations. Instead of a "production environment," business, industry, and the government now work in an "information environment."

2   What is Information Strategy?

In information strategy, "information" is seen as a resource that must be managed and exploited like any other resource. Managing information strategically is no different from managing finances, human resources, marketing, sales, research and development, operations, communications, or any other element of an organization (Meagher, 2003; Mithas, Ramasubbu, & Sambamurthy, 2011). Any organization that wishes to be competitive and thrive in the marketplace must prioritize the strategic management of its information (Meagher, 2003; Švárová & Vrchota, 2014).

When an organization's long-term goals include information strategies, the organization will implement those goals (Syuhada et al., 2018). By producing and receiving information, categorizing it, storing it, processing it, and transferring it, information management strategies enable businesses and organizations to coordinate their information processes. It offers solutions to help businesses apply metrics and analytics to existing information repositories, uncover growth opportunities, and develop plans to increase operational efficiency.

However, it is clear from numerous theories and literature that various factors influence the successful execution of information strategy. Consequently, future research could investigate the impact of several components, such as technology, organization, and environment, on the information society.

3   Information Strategy in Organizations

Any firm must strive for competitive advantage, preserve that advantage, and advance to a more strategic position within the industry (Hussin, Hashim, & Yu, 2018). To accomplish this, they must comprehend the organization's strategic goal and appropriately acquire and utilize information and resources. Even if their strategy is informal, unstructured, and intermittent, all organizations have one. An organization's aims and potential may be realized by implementing an efficient information management strategy. An organization must be aware of its strengths and weaknesses for an information management strategy approach to be effective.

Enhancing information management across all enterprises is the goal of the information management strategy (Yang et al., 2016). Information management strategies give organizations reliable information about their operations and

development, which helps them improve and grow. The information management strategies describe each work group coordinating and executing information management within and managing information technology inside the organization. The information management strategy is thus a management action plan and a roadmap for structuring information management inside an organization.

4   Implementation of Information Strategy

Information strategy outlines objectives, validates purpose and values, identifies risks and opportunities, leverages strengths, and mitigates weaknesses. The board and employees benefit from participation in strategy discussions by better understanding the direction, the rationale behind the choice, and the benefits. Tighter integration of information management strategy increases organizational performance, gives it a competitive edge, and allows it to produce high-quality goods and services.

Information strategies promote organizational growth. The functionality and use of information are driven by the organization's "need" to understand its clients and business. Knox (2014) stated that this new information environment forces businesses to put information gathering, analysis, interpretation, and sharing at the top of their lists of priorities. Managing an organization's information and knowledge is vital to its success (Harris, 1993; Drucker, 2002). Organizational information has to be organized in some way for it to help make changes in the business. Organizations with information creation and use have a distinct advantage in the marketplace.

4.1 Higher Education

Data, information, and technology in higher education are all crucial to achieving strategic goals. The higher education institution will assess student development, assist growth, employ technology, offer new ideas, and identify strategic potential. A more detailed information strategy outlines the institution's ideas and operations. The significance of the information strategy is that it offers clear aims and actions that need to be done. Through this strategy, higher education institutions manage to be directly involved with their student learning activities quickly, precisely, and updated statistics to offer a vision for an act. Even though students must learn how to utilize technology to generate, assess, distribute, and save information, education systems throughout the globe are still striving to increase students' digital skills (Gil-Flores, Rodríguez-Santero, & Torres-Gordillo, 2017). Higher education institutions must incorporate information technology into their everyday operations. Institutional leaders must plan, devise, and execute information management strategies to enhance the strategic use of information systems (Lynn & Emanuel, 2021).

Higher education institutions must give the most excellent service to their students. Thus, the necessary information must be delivered a certain way. They must ensure that information is accurate, processed efficiently, and controlled by the relevant parties. This helps them enhance decision-making in a knowledge-driven, integrated, and transparent environment by minimizing redundancies, removing waste, and

redesigning processes to increase access and information exchange (Knox., 2015). The information must be clear, intelligible, and consistent to promote student learning and make the institution a pleasant environment for collaboration.

4.2 Organization/Agency/Company

An information strategy may help organizations, agencies, and companies utilize resources more effectively. Organizations, agencies, or companies manage resources based on functional requirements, limiting unnecessary usage and promoting efficiency. Consequently, the organization's operations will become more productive and efficient (Ariyapperuma & Abeysekera, 2020). The effectiveness and efficiency of an organization in using its resources to create results that align with stated objectives can be characterized as organizational performance (Peterson, Gijsbers, & Wilks, 2003).

An organization's information management relies on how effectively it thinks and develops an information strategy (Kaffashan et al., 2021). There is a connection between organizational performance and information strategies. The success of an organization, agency, or company is probably inspired by its information strategy. Additionally, it will allow workers to assess what needs to be done and work with technology. It is considered that information strategy may assist organizations, agencies, and companies make the best use of their limited resources to generate real profits.

4.3 Library

Library users may benefit from well-thought-out information strategies, including education, entertainment, and management. Libraries can reduce the digital gap and offer a secure setting for technology education as public support for such technologies grows. The library community has to portray itself as a leader in system innovation. As a direct consequence of this, community members will be given the chance to broaden their horizons and increase their practical and theoretical expertise. Library employees must also develop their abilities and understanding of new technology to promote and educate library users. Technology may be shown in various settings, including library workshops and computer courses, using new technologies, and employing third-party service providers.

Libraries need to change how they work and improve their services, roles, and responsibilities to help a wide range of users and meet their needs. By using more information, libraries can give their users more value and remain relevant (Hamid et al., 2007). Libraries and other information hubs have had to drastically alter their practices for gathering, cataloging, storing, and disseminating data due to the fast pace of technological and scientific advancements (Jain, 2009). For libraries to increase their services, effective information management strategies must be implemented. Therefore, library management and staff must recognize the need for a unified information strategy.

5   Issues in Information Strategy

Discussing and finding solutions to the problems that have arisen with the information strategy is necessary. It is an issue that will take a long time to solve, but doing so will help the organizations get closer to achieving its mission. Finding a solution to the issues in information strategy will significantly influence the path the organizations will take and their level of success (Ambler, 2020). When issues in information strategy are recognized, it becomes the organization's main strategic focus. During this process, more than one issue in information strategy could come to light. When developing information strategies, decision-makers often merge these two statements into a single one or place more emphasis on less critical information strategy issues. During the process of putting an information strategy into action, a variety of problems might emerge. These issues can be noticed in each step of information strategy development.

5.1 Management Issue

Management aspects are critical to adopting information strategies (Almalki, Al-fleit, & Zafar, 2017). Information strategies are required to give a method for handling various problems and be aware of all elements of information management. Lederer & Sethi's (2003) survey found that more than half of the people who responded to the survey felt that implementation challenges were significant. After an information strategy plan has been prepared, the next step is to get approval from upper management for the strategy that will be implemented. There are occasions when senior management may not have a clear grasp of the aim of information strategies or may not have faith in their abilities to carry them out. For this reason, it is recommended that executives assess their responsibilities for putting the plan into action before verifying the amount of time and money required to build an information strategy.

Determine the information strategy void between where the company is and where it hopes to go in the future. The need to streamline management's information and business plans is one of the issues that modern management must face today. The question "How will we get there?" must be answered, and the organization should devise a strategy. Aaltonen & Ikavalko (2002) discussed the challenges that come up throughout the process of putting information strategies into action, namely the part that ineffective management plays in this process. These implementation concerns may be segregated by effect and characterized as management, budget, people, and general management issues.

Roodsaz & Behrooz (2013) stress that one of the most crucial issues in enhancing information strategies is a lack of internal communication channels and a lack of top management support. As a result, it is critical to establish working relationships with top executives to discuss and implement information strategy. Changing and replacing the senior management team will decrease distractions and contribute to the plan's success.

5.2 Human Issue

Aaltonen & Ikavalko (2002) stated that human concerns are relevant to any individual working for a corporation or other organization. Wilson (1989), who studied 500 businesses using information strategy to determine the most significant issues, came up with this list of human issues. According to the results, the most significant issues leading to the failure of information strategy execution are lack of user education resources, difficulty attracting appropriate personnel, and inability to hire relevant specialists. The obstacles to fulfilling user expectations are also significant challenges (Arvidsson, Holmström & Lyytinen (2014).

5.3 Environmental Issue

Organizational environment difficulties include culture, change, behavior, insufficient skills, poor coordination, responsibility allocation, and competing for inconsistent organizational activities, systems, and resources (Aaltonen & Ikavalko, 2002). Other less significant obstacles include pre-existing political conflicts, a lack of dedication to the strategy, attitudes held by middle and senior management regarding the interaction and direction of organizational executives, a misunderstanding or confusion regarding the strategy, and uncertainties regarding the benefits.

5.4 Time Issue

Many variables, including a lack of accurate timing analysis, may contribute to the difficulties (Roodsaz & Behrooz, 2013). The project may be canceled if the information strategy is altered during the time it takes to develop or execute the strategy; this circumstance may be inefficient. The capacity to deploy the strategy on time and with reduced risk is one of the difficulties encountered by information strategy implementation, according to Arvidsson, Holmström & Lyytinen (2014).

6   Recommendation / Discussion

An effective information strategy will significantly impact the alignment of organizational objectives with the business, which is one of the critical success elements contributing to an information strategy's success. The lack of alignment between information strategy and organizational strategy can be caused by poor management. Therefore, one must be very specific while determining their aims and strategy. The following is a list of the several variables that might assist in overcoming management barriers:
• The issue of poor management roles in implementation may be helped to be resolved by establishing a solid connection between top management and employees and stressing the significance of effective implementation of information strategies, particularly on cooperation.
• The big problem is that top management is not committed to implementing the strategy. So, it should be up to the top management to put in place the right business

strategies and use information technology to help the organization make the best use of its resources, and reach its goals.

• There are a variety of approaches that may be taken to execute information strategies inside an organization; nevertheless, there is no one strategy that can ensure a company's success. This objective, however, may be accomplished via the use of more conventional approaches to strategic analysis, such as the competitiveness model developed by Porter or the SWOT analysis (Unold, 2006).

The responsibility for effectively executing information strategy initiatives rests with the upper management. As a result, suggestions made in the past must be taken into consideration when putting information strategy into action.

7 Conclusion

It became clear that top management needed more work to help the executive level with strategy. Information strategy in organizations can be successful through a stronger connection and collaboration. Therefore, top management must work with all departments to achieve common objectives. The SWOT/TOWS framework should be used with information and data from internal and external analyses to identify problems with an organization's information strategy. The issues in information strategy set the strategic focus for developing information strategy. This plan will address strategic concerns, make an effort to resolve them, and get the company closer to realizing the vision for the business. All organizations should emphasize important goals by establishing guidelines, procedures, and tools that foster strong alignment, boost productivity and promote efficiency to fulfill organizational objectives through information management strategy.

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