THE ECONOMICAL AGENTS AND THE INFORMATIONAL SOCIETY, IN EXPECTATION TO A STABLE DEVELOPMENT

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Abstract

The European dimension of businesses administration, get in our days, an extreme importance. The commercial success of the economical agent is given by the solving of the problems linking to bookkeeping, commercialization, finances, production and exploitation, administration of human resources, the functioning of the component subsystems component and the implementation informational technologies (IT).

The knowledge of the main informational technologies which lead the economical agent to modernity and the society toward a stable development, is very important. For this reason, present paper, tries to come up with convincing arguments for the adoption most usefully technologies, suggesting a few directions to follow.

Keywords: *businesses administration, economical agent, technologies, multimedia*

The way in which the economical agents have their activity differs substantially from the past or it should be at least different. More and more economical agents are aware of the fact that their activity's success stands, mainly, according to the environment in which they function, according to their adapting capacity at the society based on information.

Harmon P. and Hall C. make a ranking of the economical agents through the rendering of ITC process, on 4 levels of development[62]:

- ***Ist Stage*** – Uninformationalized Enterprise, an enterprise model almost extinct in the 21st century;
- ***IInd Stage*** – Data based on enterprise, specific to the '79-'80s. the main objective of the informational process is connected to the recording of the transactions: deposits, collecting, payments, etc. The information technology is a simple way and constitutes, exclusively, the task of professional; the final users do not possess specialized knowledge and they haven't access to a computer. The informational supports are uninformationalized, mostly.
- ***IIIrd Stage*** – Information based Enterprise. Within the context of informational evolutions, the informational systems become more and more intelligent, because they deal not only with the processing closer to human logic. The efficient use of information may become a strategic tool for the economical agents in which the computer is the common link of all users (no matter their ranking level). The enterprises transform themselves becoming real dynamic networks, flexible and adapted to changes.
- ***IVth Stage*** – Knowledge based Enterprise. The challenge is set by expert systems in economy which offer the firm the possibility to stock, analyze and interpret not only the data, but the knowledge, too.

With regret, we have found out that the most part of the economical agents from our country are situated between the IInd towards the IIIrd stage, only a few being in the IIIrd stage. As a result, following an intense documentation we can suggest a gradual strategic pal which should comprise real ways of adopting the ITC and a few pertinent recommendations in this way.

[62] Quoted by Fotache D. in *Groupware, metode, tehnici şi tehnologii pentru grupurile de lucru*, Editura Polirom, Iaşi, 2002, pag. 18

- ***Recommendations***

✓ The understanding of the importance of he fact that only the use of technology can produce beneficial organizational results and these have together anticipated and randomly dimensions;
✓ The assistance of the personnel using correctly the ITC at the projected parameters, can lead to significant results and to avoid an organizational and informational obstruction;
✓ The acceptance of the fact that the effective use of ITC is an on-going process, having as a departure point the initial technical parameters even;
✓ The facility of the development of using ITC by ensuring human, financial and technical resources on the long term;
✓ The encouragement of the ITC development through flexibility, innovation and improvisation;
✓ The predicting of the profit with the way of using ITC, and not with parameters of the installed technology.

- ***The Strategy to adopt ITC to any agent***

MOTIVATION WHY?

The economical agents confront themselves with the acute necessity to make a choice of strategic class in the view of using or not the informational technologies and communications. Before, making this choice, the management has to study the way in which the adopting of ITC can bring benefits that are competitive and improve its performance.

WAY of ACTION WHO?

The IT department shall have as its main object of activity the administration of the new informational technologies and the making of some competent teams from the professional point of view. To a correct and efficient administration of informational resources we propose five directions of orienting its activity:

- the assented acquisition of hardware and software resources for users and for functional services;
- the reduction of the processing time allotted to applications managed by users (office services) and to those managed by the functional services (accountancy, financial, marketing, human resources, etc) in the firm;
- the exploitation of the applications on lots or in real time;
- the software or subprograms development, the acquisition of program products which match with different new tasks or the maintenance of the already existing applications;
- the planning of the informational systems and their informationalization.

INFORMATIONAL and COMMUNICATIONAL TECHNOLOGIES WHAT?

Knowing the main informational technologies which lead the economical agent toward modernity and the society to globalization is extremely important. For this reasons, in what follows we shall bring convincing arguments to adopt the handiest ITC, suggesting a few directions to follow.

✓ ***The INTERNET*** – the main informational technology

Theoretical aspects – network of all networks, it will revolutionize and dynamite all the economical activities from the enterprise, because it is the basis of the other informational and communicational technologies (Intranet, Extranet, GroupWare, EDI[63], Electronic mail, WEB, e-business, etc). essentially, it has as its basis randomly computer networks world-wide, which communicate among themselves through a protocol (IP) easily recognizable, no matter the type of equipment and of the use of the operating system.

Practical aspects – generally low costs, improved communications inside the firm and on the client relationship level, better relation with the present customers, the break through mew market, facilitating the process of fusion and acquisition.

- ✓ **CLIENT/SERVER TEHNOLOGY –** facilitates the data distribution, the portability between platforms and the standardized access to resources.

CLIENT/SERVER technology – presupposes accessing a central computer, named server, by the remote computers (client) in a network infrastructure. The client makes requests, these bring fulfilled by the server. In most cases, a client can make requests to multiple servers, and a server can assist many clients. The introduction of the model client/server based on microcomputers permits the elimination of the difference between the monolitical, rigid information technology and the actual one, flexible and performative.

- ✓ **own site WEB** – a convenient way of promoting the firm on Internet

Theoretical aspects – system of Internet servers which handles documents formatted in a common language HTML, graphic and hyperlink connections.

Practical aspects

- compared to other forms of advertising ("Yellow Pages", flyers, audio-video spots), own Web site cannot cost much, it is flexible and will allow a growing analysis;
- the presence on Web can be done at three degrees of complexity: a basic Web site, the equivalent of electronic brochure, a site where the concern's divisions can make queries of the central database (on access levels) concerning the economical-financial activity, a site that offers complete possibilities for the relationship with the customers concerning the distribution, the transactions;
- ensures the promoting of the firm in areas with high technology where many are connected to Internet;
- the developing and updating of the site's content can be given to an extern partner, so as no risks exists in what the security and the technology are concerned.

- ✓ ***own INTRANET*** – it is the best solution to interconnect the computers firm existing in own network; be adopting this technology the transformation of the informational system of the enterprise takes place in a simple, interactive and attractive environment just like the Internet.

Theoretical aspects – it is equivalent to the integration of the Internet technology in the organization

Practical aspects:

- it is imposed as following the communications need in a close group of users, who report and build a common information basis; as examples of close groups of users we specify: the organization personnel, the work divisions of the concern, the economical agents who work in a specific field;

[63] **E**lectronic **D**ata **I**nterchange – Data changing in informatized environment

- on of the greatest advantages is the fact that the information can be permanently updated, at lower costs than those involving the printing and sending the information;
- it makes the integration of already existing technologies: databases, text processing tool, programs of spread sheets, e-mail, Internet services, accomplishing:
    - easier and faster access to the information files of the firms which enter in the concern's structure, the accessed data being used for a performative management;
    - it facilitates the search of information about clients, business partners, making easy the connections with the data bases which can help the bank to develop itself;
- they can be evaluated in real time and can be updated on line in what the reports, the synthesis documents, certain centralized situation are concerned.

✓ ***EXTRANET***

It presupposes the use of the Internet technologies to connect the informational resources of many agents between whom close collaboration relations exist. The Extranet environment has as main destination the important business partners, these being classified along: supplier, customer or consultant.

✓ **Technologies of information security**

The insurance of information security consists in protecting the stocked information, processed or transmitted under electronic form against the risks of loss, destruction or alteration, and also against the use or unauthorized disclose, accidentally or voluntarily. Two general approaches prevail on the field[64]:

- Virtual Private Network – simulated a private net which running a TCP/IP pile, above of another public TCP/IP pile. This thing allow the codification/ decode of date at intern level, and offer ISP virtual address without limits which to certify them securities.

To the utilization VPN the economic agent pays a monthly fixed tax, added the tax for the time utilization. In this way, the economic agent has secure the availability net, benefit of additional services for communications, how are services for codification date, also can communicate the information with higher speed to public nets and has the guarantee confidence for own information in any public net.

- The encryption al package level – this method applies code or decode to the higher levels of the TCP/IP pile. This thing has the advantage that, the assignation of VPN isn't really necessary. The most recognized securities form of information in Internet is today the coordination package by technique like: traffic coordination by Router, by firewall, traffic coordination at destination (host)

[64] Rîcu L., Şoavă G., *Afaceri pe Internet*, editura Reprograph, Craiova, 2002, pag.50

✓ ***MULTIMEDIA***

Theoretical aspects – multimedia is a system with an informational configuration susceptible to store, process and diffuse different information, existing in an animated form, according to an predefine order, for assure communication.

Practical aspects:

- Integrate three significant innovations of the century: telecommunications, calculus technique and audio-video;
- The possibility to communicate in many ways, sub more forms;
- Inside of multimedia system, all the dates must be digital, even if these were represented in analogical form proper peripheral;
- Allow the release of video messages by net or e-mail, the release of information to wage-earners and management concerning the strategy of firm, responsibilities, activities, operating dates; also multimedia can be the support for firm's presentation to clients or support for publicity brochure.
- When we disgust about multimedia system, in our points of view, we have two important components (see Figure 1): Digitally and analogicaly hard components and soft components.

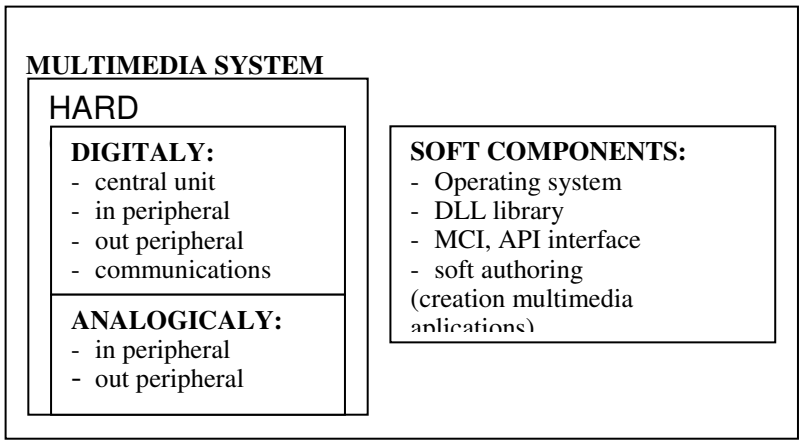

Figure 1 – Components of multimedia system

✓ ***GROUPWARE*** **–** assisted by computer cooperation on purpose to growing productivity or functionality's process, meaning really ½ management, 1/3 organization and 1/3 informatic.

Theoretical aspects – organizational model develop with modern IT, offering the possibility to redesigning in a radically way a process, organize and mentality of economic agent, through a class of applications for nets; all this will allow teams to collaborate in a easily way.

Practical aspects:

- Offer employs the possibility to collaborate on projects, share's information, video-conferences and assignation a sure procedure for productive activity;

- The implementation a GroupWare application imply design an interface with another information system components, because:
    - in a base with documents or forms can make dispatches at elementary dates existing and administrating in firm's databases, GroupWare applications offering transparence for dates;
    - be in progress a cooperative process can be use files (for example: an applications for assisted financial management) between team members.
- ✓ ***SOFTWARE FOR MANAGERIAL ASISTANCE*** – informational technology which gather a fascicle of applications use more frequently for the administration firm's.

In this category are included: decision interactive system, executive informational system, expert system, another information model applicable various economical activities.

In the end of this paper we evidence the importance of IT use by the economical agents. They must understanding that a global approach of own firm on long time suppose the participation at a stable development.

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