

P D Q D J L Q J # N K H #
G L J L W D O # I L U P

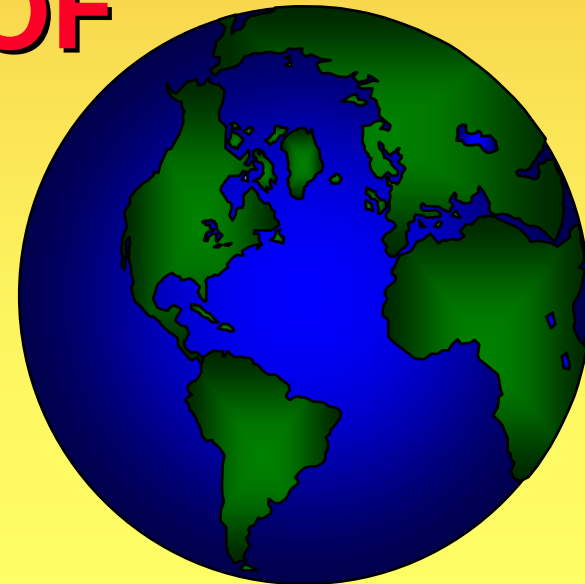
DİJİTAL KURUMLARIN YÖNETİMİ

Dr. Vahap TECİM

W K H # F K D Q J L Q J # E X V I Q H V V #
H Q Y L U R Q P H Q W

- **GLOBALIZATION**
- **INDUSTRIAL ECONOMIES**
- **TRANSFORMATION OF THE ENTERPRISE**

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JOR EDOL] DWLR Q

- **MANAGEMENT & CONTROL**
- **COMPETITION IN WORLD MARKETS**
- **GLOBAL WORK GROUPS**
- **GLOBAL DELIVERY SYSTEMS**

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IQ G X VWU ID O # I F R Q R P I H V

- **KNOWLEDGE-BASED ECONOMIES**
- **PRODUCTIVITY**
- **NEW PRODUCTS & SERVICES**
- **KNOWLEDGE AS AN ASSET**
- **TIME-BASED COMPETITION**
- **SHORTER PRODUCT LIFE**
- **TURBULENT ENVIRONMENT**
- **LIMITED EMPLOYEE
KNOWLEDGE BASE**

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WUDQ VIR UP DWLR Q #R I#
HQ WHU SU LVH

- **FLATTENING**
- **DECENTRALIZATION**
- **FLEXIBILITY**
- **LOCATION INDEPENDENCE**
- **LOW TRANSACTION COSTS**
- **EMPOWERMENT**
- **COLLABORATIVE WORK**

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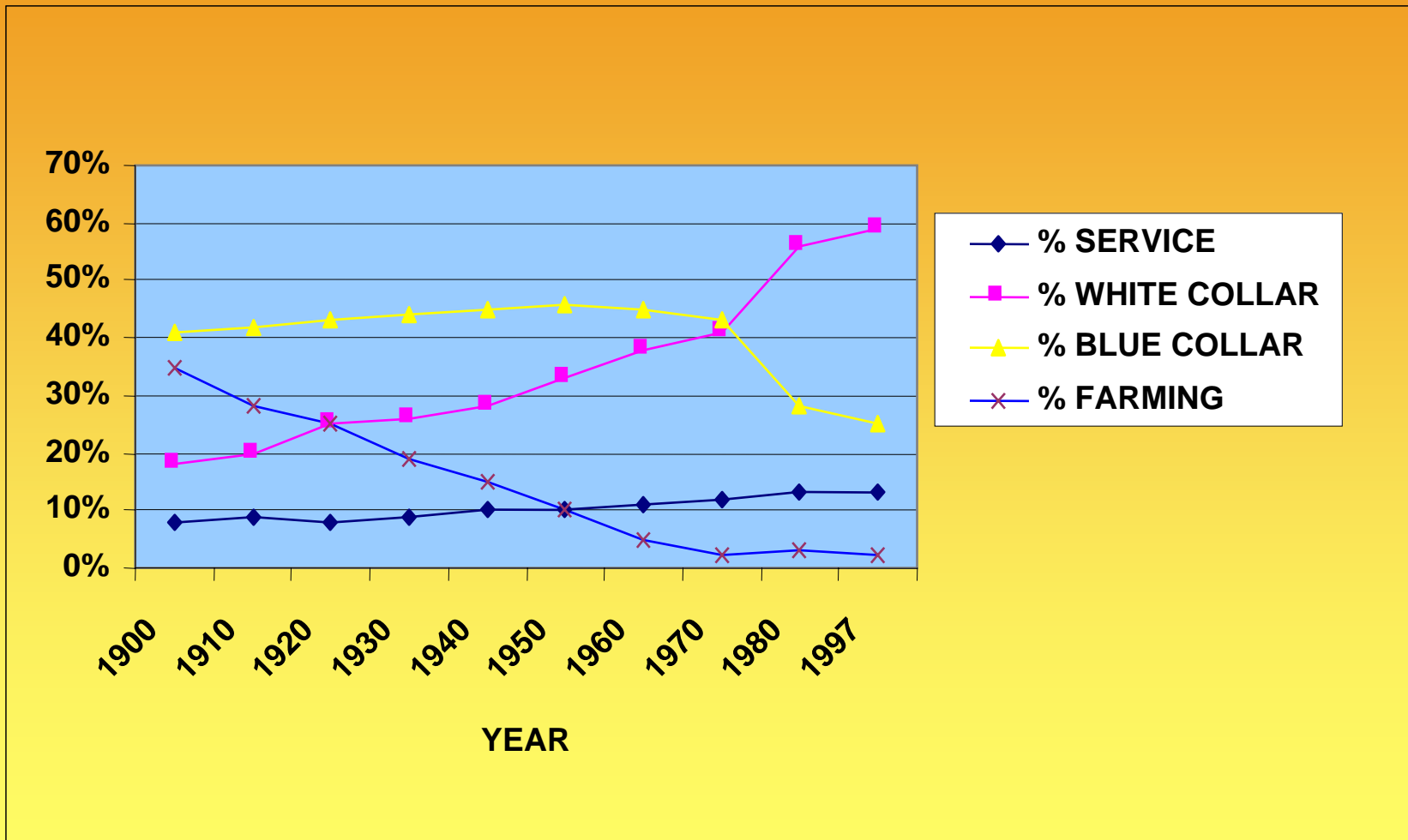
HP HU JHQ FH#R I#WK H#
G LJ LWDO#LU P

- **DIGITALLY-ENABLED RELATIONSHIPS WITH CUSTOMERS, SUPPLIERS, EMPLOYEES**
- **CORE BUSINESS PROCESSES VIA DIGITAL NETWORKS**
- **DIGITAL MANAGEMENT OF KEY ASSETS**
- **RAPID SENSING & RESPONDING TO CHANGE**

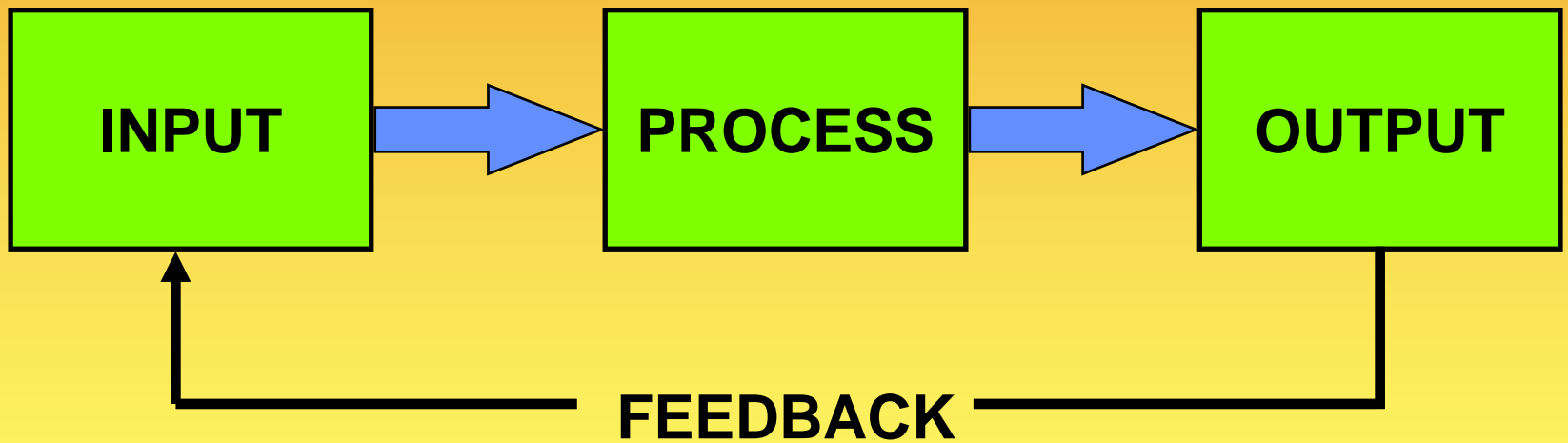


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ORDER U # R U F H # F R P S R V I W I R Q # < 3 3 0 4 < < :



V \ VWHP

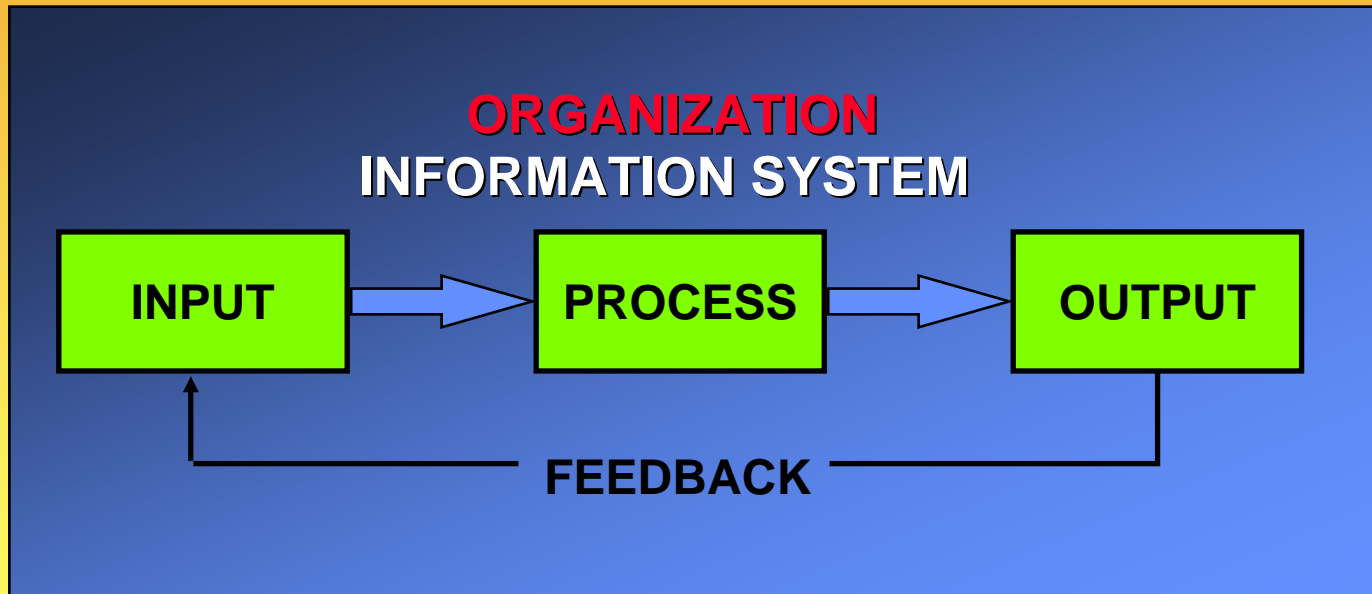


IX Q FWLR Q V # R I # D Q # L Q IR UP DWLR Q # V \ VWHP

ENVIRONMENT

Customers

Suppliers



Regulatory
Agencies

Stockholders

Competitors

G D W D # # Q I R U P D W L R Q

- **DATA: STREAMS OF RAW FACTS REPRESENTING EVENTS SUCH AS BUSINESS TRANSACTIONS**
- **INFORMATION: CLUSTERS OF FACTS MEANINGFUL & USEFUL TO HUMAN BEINGS IN PROCESSES SUCH AS MAKING DECISIONS**

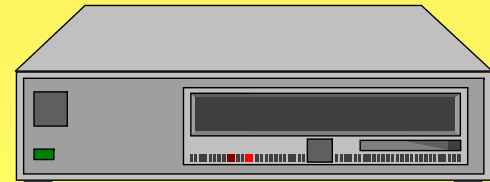


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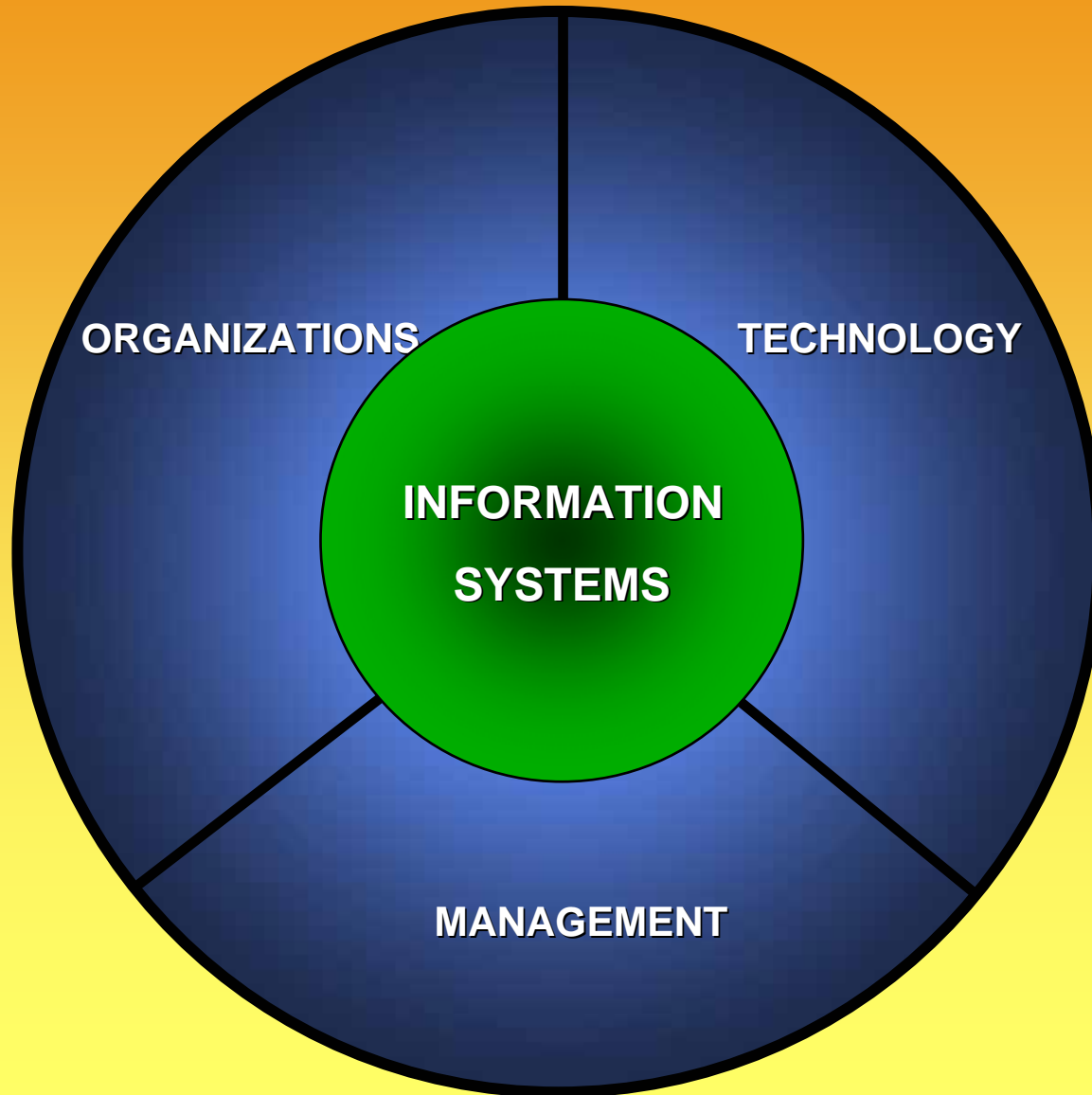
FR P SXWHU OEDVHG #
IQ IR UP DWIR Q #V \ VWHP V#FELV ,

- **FORMAL SYSTEMS**
- **FIXED DEFINITIONS OF DATA, PROCEDURES**
- **COLLECTING, STORING, PROCESSING, DISSEMINATING, USING DATA**

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IQ IR UP DWLR Q # \ VWHP V



R U J D Q L] D W L R Q V

- **PEOPLE:** Managers, knowledge workers, data workers, production or service workers
- **STRUCTURE:** Organization chart, groups of specialists, products, geography

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R U J D Q L] D W L R Q V

- **OPERATING PROCEDURES:**
Standard Operating Procedures (SOP), rules for action
- **POLITICS:** **Power to persuade, get things done**
- **CULTURE:** **Customs of behavior**

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P DMR U #

EX VIQ HVV # IX Q FWLR Q V

- **SALES & MARKETING**
- **MANUFACTURING**
- **FINANCE**
- **ACCOUNTING**
- **HUMAN RESOURCES**

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FR P SXWHU WHFK QR OR J \

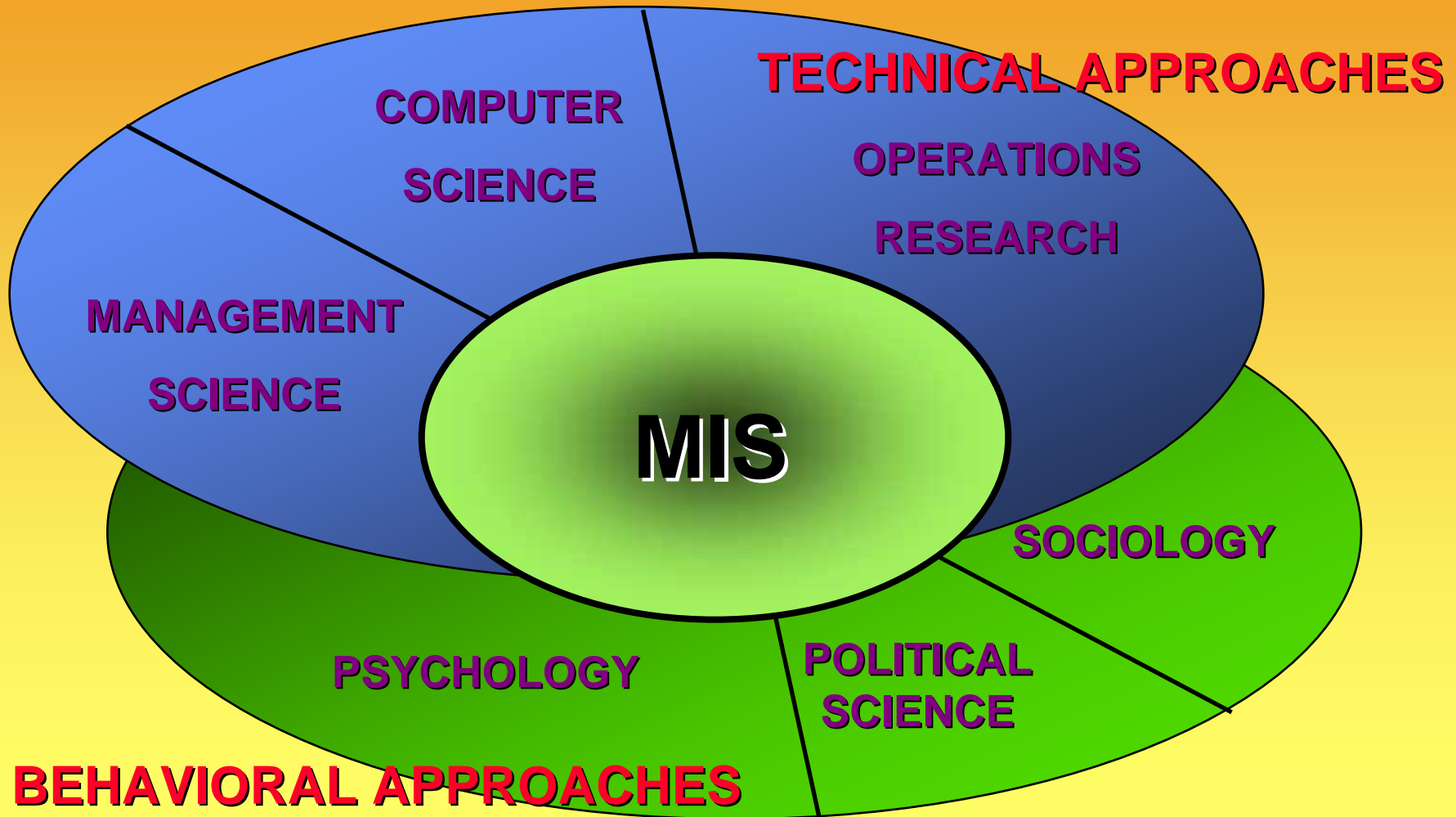
- **HARDWARE**
- **SOFTWARE**
- **STORAGE**
- **COMMUNICATIONS**
- **NETWORKS**

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DSSURDFKHV#NR#QIR#

V\ VWHP V

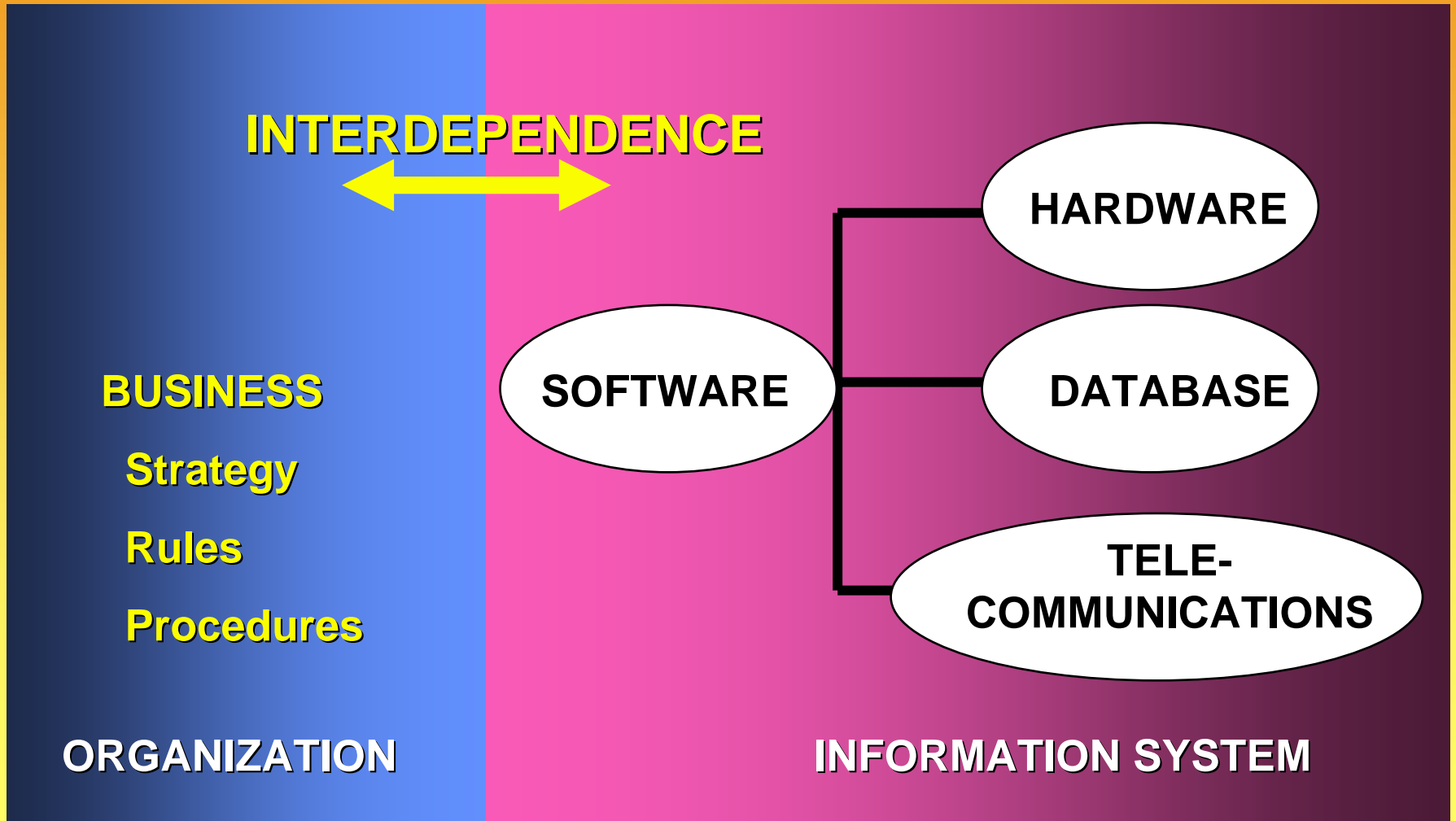


VR FLR WHFK Q LFDO#
SHU VSHFWLYH

**OPTIMIZE SYSTEM PERFORMANCE:
TECHNOLOGY & ORGANIZATION
MUTUALLY ADJUST TO
ONE ANOTHER
UNTIL FIT IS SATISFACTORY**



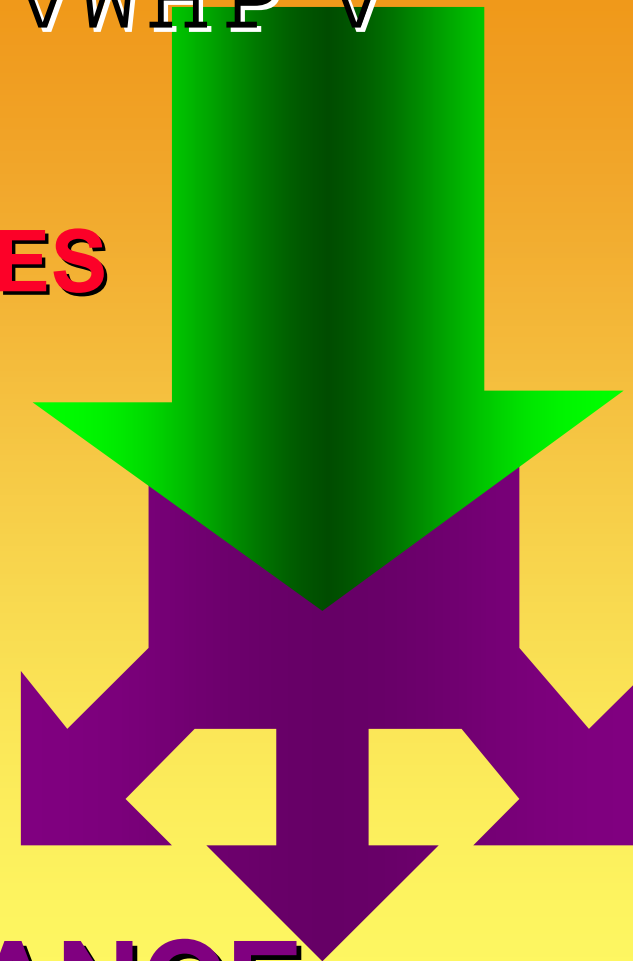
V \ VWHP #LQ WHUG HSHQ GHQ FH



VFR SH#R I#LQ IR #V \ VWHP V

- 1950s: **TECHNICAL CHANGES**
- 60s-70s: **MANAGERIAL CONTROL**
- 80s-90s: **INSTITUTIONAL CORE ACTIVITIES**

GROWING IMPORTANCE



Z KDW# R X#FDQ#GR#RQ#WKH#
LQWHUQH

- **COMMUNICATE & COLLABORATE**
- **ACCESS INFORMATION**
- **DISCUSS**
- **OBTAIN INFORMATION**
- **ENTERTAIN**
- **TRANSACT BUSINESS**

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Q H Z # R S W L R Q V # R U #
R U J D Q L] D W L R Q D O # G H V L J Q

- **FLATTENING ORGANIZATIONS**
- **SEPARATING WORK FROM LOCATION**
- **REORGANIZING WORK-FLOWS**
- **INCREASING FLEXIBILITY**
- **REDEFINING ORGANIZATIONAL BOUNDARIES**

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W K H # G L J L W D O # I L U P

- **ELECTRONIC COMMERCE**
- **ELECTRONIC BUSINESS**
- **ELECTRONIC MARKET: Information system links buyers & sellers to exchange information, products, services, payments**

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HOHFWUR QLF#FR P P HUFH

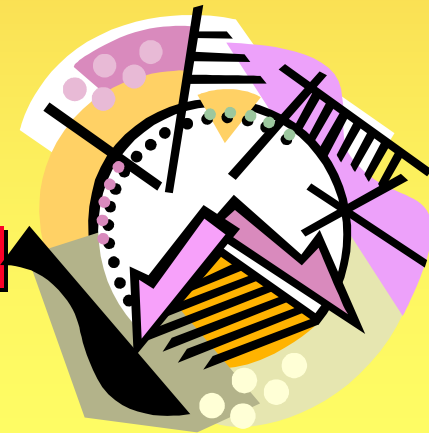
- **INTERNET LINKS BUYERS, SELLERS**
- **LOWERS TRANSACTION COSTS**
- **GOODS & SERVICES
ADVERTISED, BOUGHT,
EXCHANGED WORLDWIDE**
- **BUSINESS-TO-BUSINESS
TRANSACTIONS INCREASING**



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HOHFWUR Q LF #EXVLQ HVV

- **INTRANET: Business builds private, secure network**
- **E-MAIL, WEB DOCUMENTS, GROUP SOFTWARE: Extends effective communication & control**
- **EXTRANET: Extension of Intranet to authorized external users**



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