Business Models in Modern Competitive Scenarios: The Role of Information in the Formulation of the Strategy

José Rascão, Graduate Business School, Polytechnic Institute of Setubal-IPS, Setubal Portugal

ABSTRACT

The purpose of this article is to contribute to a better understanding of the role of information in the process of strategy formulation, based on the aggregation of existing literature. This article is descriptive research, with the goal of identifying and characterizing the role of information in strategic decision making. The structure of the article synthesizes the existing academic work, seeking to generate new knowledge. The strategy of any organization can be defined from the outside to the inside, according to the schools of the positioning, or from the inside out, according to the schools of the movement, in which the organization influences the surroundings with its offer of products and or innovative services, since it has competencies and capabilities that competitors do not have and that are difficult to imitate or to buy. Hence the importance that weak and strong signals play as information of anticipation in the definition of the strategy and so, the goal is to treat the issue of the role of information in the process of formulation of the strategy in the context of strategic decision making. Based on research and practical experiences carried out by the investigator in strategic consulting in small, medium and large companies for about 20 years, the author will propose a model of the role of information in the process of formulating the strategy and its operationalization.

KEYWORDS

Imperfections of Information, Information Science, Signs Information, Strategy

THE ROLE OF INFORMATION IN THE FORMULATION OF THE STRATEGY

Introduction

Society is living in a time when the stage of development can be classified as modern, but it has taken on such a large, unexpected and complex character that it can be distinguished from modernity itself, surpassing it by what we may call the post.

What characterizes our contemporary definitely is, roughly speaking, the narcissism of the people, the superficiality, recovery of appearances at the expense of the essences, the high technological sophistication, especially in electronic and virtual appliances design, instant and integrated communication (sound, image, text), usually transmitted via internet and captured on screens (tiny or on the contrary huge) of liquid crystal, the hyper-realism, that is, the transformation and the treatment given to artistic achievements enshrined so far and many others.

However, the great mark of this strange and stunning time is the fragmentation of everything and everyone. If modern man “stresses” faced with multiple activities in which unfolds almost to infinity,
the Post modernity disrupts the human being by means of an internal Division, often schizophrenic, in multiple subjectivities and identities.

Man has forgotten history eventually denies it and his main concern is focused solely on material aspects of existence and in the attachment to the pleasures of the senses, almost childlike way extolling the present moment and undermining everything and scattering by a thousand possibilities and spending the best human energies.

It is in this human, political and socio-cultural environment where everything is “hyper and hippo”, confused and undefined, that, the information science, endowed while theoretical conceptualizations and limited resources on its own identity and affirmation, is called to intervene and forward the issues that are not a glitch, such as production, storage, organization and circulation of knowledge (the information feeds the knowledge), as well as the formulation of the organizations strategy.

The proposed work is to provide a reflection on the role of information in the formulation of the organizations strategy, considering the context in which they are inserted. To understand the theme is necessary at first, knowledge of their origins and their story. So, it presents first a small history of the evolution of information, information science and its relationship with other areas of knowledge, including with the business sciences.

The consolidation of a particular field of knowledge is, among other things, the existence of a scientific community. This in turn consists of several researchers and scientists anxious to discuss and resolve the problems that arise in the area. Thus, the existence of a shared paradigm by members of a community will result in consolidation of the scientific community.

METHODOLOGICAL APPROACH

As to its nature, the survey is quantitative and qualitative, since it does not claim only to quantify events nor privileges the statistical study of instrumental schools of strategic management. Its focus is to obtain descriptive data, that is, the incidence of topics of interest in two fields, information sciences and business sciences. Consequently, as far as the ends are concerned, the research is exploratory in nature and descriptive in character, as well as, as far as the technique used, is categorized, consensually, as a direct documentation study, which provides for consultation with the sources allied to the study in different media, print or electronic, with content related to the theme.

INFORMATION SCIENCE

Concept of Information Science

The information science is born in a panorama which provides on the one hand the production and the Organization of information and on the other, the transfer/dissemination of information technology-mediated by preservation and recovery.

According to Borko (1968) the information science “is the discipline that investigates the properties and informational behavior, the forces that govern information flows and the meanings of information processing, aiming the accessibility it is concerned about the body of knowledge related to the origin, collection, compilation, storage, retrieval, interpretation, transmission and transformation”.

According to Ingwersen (1992) the information science focuses on five main areas, through its disciplines:

- Information transfer (information flows)
- Desired information (relationship between production and the needs of the individuals, groups, institutions or society)
- Systems efficiency (efficient technology to make the quality of the information)
An Improved Measurement Model for Internal Integration: A Systems and Contingency Approach
www.igi-global.com/article/an-improved-measurement-model-for-internal-integration/102603?camid=4v1a

Model for Multiple Attribute Decision Making Based on Picture 2-Tuple Linguistic Power Aggregation Operators
www.igi-global.com/article/model-for-multiple-attribute-decision-making-based-on-picture-2-tuple-linguistic-power-aggregation-operators/216941?camid=4v1a