

IMPACTS OF INFORMATION TECHNOLOGY ON BUSINESS PERFORMANCE AND A RESEARCH IN KONYA

Emine ÖZCAN, Şaban BAŞ, Assoc.Prof.Dr. Derya ÖZİLHAN ÖZBEY

Selçuk Üniversitesi Kulu Meslek Yüksek Okulu Kulu KONYA TÜRKİYE

ozcan_emine99@hotmail.com

Selçuk Üniversitesi Beyşehir Ali Akkanat Meslek Yüksek Okulu Beyşehir KONYA TÜRKİYE

sabanbas@selcuk.edu.tr

Selçuk Üniversitesi Beyşehir Ali Akkanat Meslek Yüksek Okulu Beyşehir KONYA TÜRKİYE

deryaozilhan@selcuk.edu.tr

Abstract— It is very important competition in the global world. There are many factors that increase global competition in the business world. One of them is ever-evolving today's technology. Emerging technologies affect business and the public sector in different points. In this study the effect of IT to business performance has researched in terms of businesses and state. A survey done in A Company company in Konya and investigated the relationship between business performance and information technology. The impact of information technology on production was

investigated in different units in A Company company in Konya.

Keywords— Business Performance, Information Technology(IT), Innovation, Entrepreneurship, Research and development

I. INTRODUCTION

The advent of information technology has changed all the aspects of the world in the third millennium to a great extent and the entrepreneurship in particular. IT contributes to the entrepreneurship in different ways[7]. This study aims to investigate the effect of information

technology in Entrepreneurship[7]. We investigate the application of information technology, application of entrepreneurship and the relationship between information technology[8]. We determine and classify the most important influence factors that modify the relation between IT and performance[2]. We do a research about the relation between IT and performance in Konya.

II. ENTREPRENEURSHIP AND INFORMATION TECHNOLOGY

Entrepreneurship is defined as the process of creating value by combining a unique mix of the aforementioned concepts in order to take advantage of an opportunity (Morris and Sexton, 1996).

Many factors have been identified as being associated with entrepreneurship. For, example, entrepreneurial individuals combine many personality traits - innovativeness, risk taking, proactiveness in the sense of doing what is necessary to realize their ideas combined with shouldering responsibility for success or failure (Covin and Slavin, 1989; Morris and Sexton, 1996).

It is now a widely held view that the World economy has entered a much more complex phase where individual national economies have become inextricably linked. In this new world economy,

resources and markets have ceased to have the indelible national identity of the past. With the changes in businesses today, information technology (IT) plays a vital role in business survival. Information has become one of the main assets in information era. The efficient use of information is significant in determining the success of a certain organization. Happily, the advent of information technology as the unique invention contributed highly to various aspects of human endeavor. This study aims to investigate the effect of the use of IT in entrepreneurship in Konya.[7]

The research questions are as follows:

1. Does IT have a meaningful effect on facilitating job access?
2. Does IT have a meaningful effect on providing any opportunity for the ease to work place information?
3. Does IT have a meaningful effect on increasing the employment rate? If so, how does it lead to such an increase?

III. TUIK DATAS

We examine some of the database prepared by TUIK agency in Turkey. As a result of this review, We had some results with the relationship between entrepreneurship and IT.

This results:

a-)In recent years, increased use of IT at entrepreneurship.

b-)Internet use has an important place.

c-)Increasing the use of IT in entrepreneurship increases the production and quality produce.

Table 1 shows Information Society Statistics, 2013-2014 and Table 2 shows purpose of internet usage in enterprises which have internet access.

Table1: Information Society Statistics, 2013-2014

| IT Usage in Enterprises | | % |
|-------------------------|------|------|
| | 2013 | 2014 |
| Computer Usage | 92,0 | 94,4 |
| Internet Access | 90,8 | 89,9 |
| Having Website | 53,8 | 56,6 |

Source: Turkey TUIK Database

Table2: Purpose of internet usage in enterprises which have internet access

| Economic activity | Purpose of internet usage (2009 period) | | |
|-----------------------------|---|----------------------|---------------------------|
| | Banking and financial services(%) | Market monitoring(%) | Training and education(%) |
| Manufacturing | 77.8 | - | 31.9 |
| Construction | 70.3 | - | 29.6 |
| Whole sale and retail trade | 77.2 | - | 31.6 |

Source: Turkey TUIK Database

IV. A RESEARCH COMPANY IN A COMPANY IN KONYA

The research method is descriptive. A random sampling is used in this study. We sought to answer some questions. This company is a textile factory. This factory produces the product itself until the last stage of the first phase. This company is a large-scale company. The company puts great emphasis using innovation and renewal. The company uses many IT products in many section.

Company segments are as follows. Each section was analyzed in terms of individual IT initiatives.

These company segments:

- 1-)Yarn production
- 2-)Knitting section
- 3-)Dyeing section
- 4-)Storage section
- 5-)Cutting section
- 6-)Sewing section
- 7-)Refinement section

Innovation work has been brought to every part of the Company are as follows:

1-)Yarn production: This section contains a number of yarn making machine. Thanks to high-tech devices are working very few staff. The renewal process is done in many machines. For example, a vacuum system.

The compact system has been used instead of conventional systems. This section in access to jobs, dexterity, education and experience are taken by looking at the elements. 80% of the energy is spent in this section in the factory. Quality technicians receive regular training in this section.

2-)Knitting section: This section decreased production defective material using white-light technology and the cost is reduced.

3-)Dyeing section: Manually adjusting the amount of paint used in the dyeing process, now computerized electronic paint mixer machine are used. This increased paint color quality thanks to the new system and the standard of hygiene is increased. Also paint costs have declined. Paint waste is reduced. Staff engaged in this section is decreased. Laboratory conditions have been created for color analysis. In this section, violet light and Uster Quantum software system is used to enhance the paint of color quality control. Uster Quantum software system replacement will be made at a later time. With package programs, time, staff and margins of error are minimized. Educational renewal is constantly maintained. In section of the lab, IT are much needed. The machine of color accuracy is undergoing renovations. IT has increased the color quality. The

production of defective products is low. repair and maintenance costs are reduced.

4-)Storage section: New software and devices for inventory control systems are provided. It has become easier to follow the storage product. Hand system followed in writing left.

5-)Cutting section: Company uses a cutting machine in this section. Cutting is not done by hand. Drawings and measurements are made in the original form of the central system. This accurate cutting is done with cutting machines. This led to the use of IT in departments making accurate cuts.

6-)Sewing section: The most staff in the company has been working in this section. Staff of the monthly performance analysis is carried out for planting skills. This is followed by performance analysis chart. The personnel records types of error in database for each defective products. Besides, the personnel' number saves in database,too. So, The data in the database is evaluated by software and staff skills are followed in the sewing section.

7-)Refinement section: In this section the M.Sc. university students make researchs. These students worked on water treatment and they made several research. They have

plans to raise jerusalem artichokes in the ground. Because, Jerusalem artichokes store water in the soil.

Besides, the company has a web site that it constantly updates. Staff in limited time offers continuous internet access. The staff` technology skills in the work is important. IT initiatives in business are very important for the company. It is in constant cooperation with universities and the company allows the new venture. the company are constantly monitored innovations.

V. CONCLUSIONS

Information technology is very important in terms of business performance. Companies would like to respond quickly to customers' demands and expectations with market trends. For this reason the company begins using information technology. Strong and positive relationship between market orientation and firm performance has been found in many studies in the literature [9]. TUIK corporate data between IT and business performance were examined in this paper. Different production units in A Company company in Konya were investigated in this paper. As a result, IT was seen to have a positive impact on business performance in every direction. IT has been found to increase the

production of companies in global competition.

VI. REFERENCES

- [1] Allalverdi M., "The Effect Of Taxation On Information Technologies, Mali Çözüm (İSMMM) June-August 2012.
- [2] Asghar A., Rostamy A., "Factors Affecting Information Tecnology Diffusion: A Conceptual Analytical Model", 6Th International Management Conference.
- [3] Çetin A., 2014, "Gıda İzlenebilirliğinde Bilişim Teknolojisinin Kullanımı: Aydın İli Zeytin ve İncir İşletmeleri Üzerine Bir Uygulama", Ms Thesis , Adnan Menderes Üniversitesi Sosyal Bilimler Enstitüsü, Aydın.
- [4] Çetinkaya A., 2011, "Örgütsel Bilgi Yönetiminde Bilişim Sistemleri Açısından Zekâ Yaklaşımları Ve Bilişim Teknolojisi Çalışanlarında Duygusal Zekâ Üzerine Bir Araştırma",Marmara Üniversitesi Sosyal Bilimler Enstitüsü,İstanbul.
- [5] Dulkadir B., Akkoyun B., "Bilişim Teknolojilerinin İşletme Performansı Üzerine Etkileri Ve Gaziantep İlinde Tekstil Sektöründe Bir Araştırma", Gümüşhane University, *Electronic Journal of Social Sciences*, Number 7, Jan. 2013.
- [6] İrmış A., Özdemir L., "Girişimcilik Ve Yenilik İlişkisi", *Journal of Administrative Sciences*, (9: 1) 2011.

- [7] Khajeh S., “The Effect of Information Technology in the Entrepreneurship”, *Procedia - Social and Behavioral Sciences* 30 (2011) 10 – 12
- [8] Maesoomi Z., MoghimiKhorasani E., Akbari M.,”Impact of Information Technology on the engine of entrepreneurship”, *Reef Resources Assessment and Management Technical Paper*, Vol. 38, 2013, , pp.573 -581
- [9]Sürer A., Mutlu H. M., “Pazar, E-Pazarlama, Girişimcilik Ve Teknoloji Yonelimlerinin İhracat Performansı Uzerine Etkileri”, *IUYD'2012 / 3(2)*
- [10] TÜİK Haber Bulteni (2011). Girişimlerde Bilişim Teknolojileri Kullanımı Araştırması. TÜİK, 239:1-3.
- [11] Ünlü F., “Avrupa Birliği Yenilik Karnesi Ve Türkiye: Karşılaştırmalı Bir Değerlendirme”, *Erciyes University Faculty of Economics and Administrative Sciences Journal*, Number 42, June-December 2013 ss. 161-192
- [12] Morris, M. H., and Sexton, D. (1996) "The Concept of Entrepreneurial Intensity: Implications for Company Performance," *Journal of Business Research*, Vol.36, No.1, 5-13.
- [13]Covin, J., and Slevin, D. (1991) ? A Conceptual Model of Entrepreneurship as Firm Behavior,? *Entrepreneurship Theory and Practice*, Vol. 16, 7-25.

CURRICULUM VITAE

Emine ÖZCAN

Emine Özcan was born in Karaman, TURKEY in 1983. She graduated from Ermenek High School in 2001. In 2001, she received her B.Sc. degree in Computer Engineering from Selçuk University. Same year, she joined the M.Sc. program in Computer Engineering at Selçuk University. She graduated from the M.Sc. program in 2013. She joined the doctorate program in Computer Engineering at Selçuk University in 2015. She worked as a prelector at Huğlu Junior Technical College of Selçuk University from 2007 to 2015. She has been working as a prelector at Kulu Junior Technical College of Selçuk University since 2015.