

## Management Information Systems

Managing the Digital Firm

SEVENTEENTH EDITION

Kenneth C. Laudon • Jane P. Laudon



# MANAGEMENT INFORMATION SYSTEMS

## MANAGING THE DIGITAL FIRM

SEVENTEENTH EDITION

**GLOBAL EDITION** 

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## Management Information Systems: Managing the Digital Firm, Global Edition

## **Table of Contents**

Cover

Title Page

Copyright

About the Authors

**Brief Contents** 

**Complete Contents** 

Part One: Organizations, Management, and the Networked Enterprise

Chapter 1: Information Systems in Global Business Today

Opening Case: Smart Stores Reinvent the Retail Space

1-1 How are information systems transforming business, and why are they so essential for running and managing a business today?

What's New in Management Information Systems?

Globalization Challenges and Opportunities: A Flattened World

Interactive Session Organizations Will the Coronavirus Pandemic Make Working from Home the New Normal?

The Emerging Digital Firm

Strategic Business Objectives of Information Systems

1-2 What is an information system? How does it work? What are its management, organization, and technology components? Why are complementary assets essential for ensuring that information systems provide genuine value for organizations?

What Is an Information System?

**Dimensions of Information Systems** 

Interactive Session | Technology Digital Transformation of Healthcare at Singapore's Jurong Health Services

It Isn't Just Technology: A Business Perspective on Information Systems

Complementary Assets: Organizational Capital and the Right Business Model

1-3 What academic disciplines are used to study information systems, and how does each contribute to an understanding of information systems?

**Technical Approach** 

Behavioral Approach

Approach of This Text: Sociotechnical Systems

1-4 How will MIS help my career?

The Company



Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

Key Terms

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Changes in the Financial Industry: Adyen and Fintech

References

#### Chapter 2: Global E-business and Collaboration

Opening Case: Enterprise Social Networking Transforms Sharp Corporation into a More Innovative Connected Organization

2-1 What are business processes? How are they related to information systems?

**Business Processes** 

How Information Technology Improves Business Processes

2-2 How do systems serve the different management groups in a business, and how do systems that link the enterprise improve organizational performance?

Systems for Different Management Groups

Systems for Linking the Enterprise

E-business, E-commerce, and E-government

Interactive Session Organizations The City of Mississauga Goes Digital

2-3 Why are systems for collaboration and social business so important, and what technologies do they use?

What Is Collaboration?

What Is Social Business?

Business Benefits of Collaboration and Social Business

Building a Collaborative Culture and Business Processes

Tools and Technologies for Collaboration and Social Business

Interactive Session Technology Higher Education Redefined: Virtual Education at Ahlia University

2-4 What is the role of the information systems function in a business?

The Information Systems Department

Organizing the Information Systems Function

2-5 How will MIS help my career?

The Company

Position Description

Job Requirements

Interview Questions



**Author Tips** 

**Review Summary** 

**Key Terms** 

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Is Social Business Good Business?

References

#### Chapter 3: Information Systems, Organizations, and Strategy

Opening Case: N26: A Bank Without Branches

3-1 Which features of organizations do managers need to know about to build and use information systems successfully?

What Is an Organization?

Features of Organizations

3-2 What is the impact of information systems on organizations?

**Economic Impacts** 

Organizational and Behavioral Impacts

The Internet and Organizations

Implications for the Design and Understanding of Information Systems

3-3 How do Porter's competitive forces model, the value chain model, synergies, core competencies, and network economics help companies develop competitive strategies using information systems?

Porter's Competitive Forces Model

Information System Strategies for Dealing with Competitive Forces

Interactive Session Organizations Shipping Wars

The Internet's Impact on Competitive Advantage

The Business Value Chain Model

Interactive Session Technology Singapore as a Smart Nation

Synergies, Core Competencies, and Network-Based Strategies

3-4 What are the challenges posed by strategic information systems, and how should they

be addressed?

Sustaining Competitive Advantage

Aligning IT with Business Objectives

3-5 How will MIS help my career?

The Company

Position Description

Job Requirements

Interview Questions

**Author Tips** 



**Review Summary** 

**Key Terms** 

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Offline, Online, and Back: The Evolution of the UK Grocery Market

References

#### Chapter 4: Ethical and Social Issues in Information Systems

Opening Case: Your Smartphone: Big Brother's Best Friend

4-1 What ethical, social, and political issues are raised by information systems?

A Model for Thinking about Ethical, Social, and Political Issues

Five Moral Dimensions of the Information Age

Key Technology Trends that Raise Ethical Issues

4-2 What specific principles for conduct can be used to guide ethical decisions?

Basic Concepts: Responsibility, Accountability, and Liability

Ethical Analysis

Candidate Ethical Principles

Professional Codes of Conduct

Some Real-World Ethical Dilemmas

4-3 Why do contemporary information systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property?

Information Rights: Privacy and Freedom in the Internet Age

Property Rights: Intellectual Property

4-4 How have information systems affected laws for establishing accountability and liability and the quality of everyday life?

Computer-Related Liability Problems

Interactive Session Management The Boeing 737 Max Crashes: What Happened and Why?

System Quality: Data Quality and System Errors Quality of Life: Equity, Access, and Boundaries Health Risks: RSI, CVS, and Cognitive Decline

Interactive Session Technology Do Smartphones Harm Children? Maybe, Maybe Not

4-5 How will MIS help my career?

The Company

Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

**Key Terms** 



**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Facebook Privacy: Your Life for Sale

References

#### Part Two: Information Technology Infrastructure

#### Chapter 5: IT Infrastructure and Emerging Technologies

Opening Case: Southeast Asia's Grab Leverages Information Technology to Enhance Its Services

5-1 What is IT infrastructure, and what are the stages and drivers of IT infrastructure evolution?

Defining IT Infrastructure

Evolution of IT Infrastructure

Technology Drivers of Infrastructure Evolution

#### 5-2 What are the components of IT infrastructure?

Computer Hardware Platforms

Operating System Platforms

**Enterprise Software Applications** 

Data Management and Storage

Networking/Telecommunications Platforms

Internet Platforms

Consulting and System Integration Services

#### 5-3 What are the current trends in computer hardware platforms?

The Mobile Digital Platform

Consumerization of IT and BYOD

Quantum Computing

Virtualization

**Cloud Computing** 

Interactive Session Organizations Glory Finds Solutions in the Cloud

**Edge Computing** 

Green Computing

High-Performance and Power-Saving Processors

#### 5-4 What are the current computer software platforms and trends?

Linux and Open Source Software

Software for the Web: Java, JavaScript, HTML, and HTML5

Interactive Session Technology Open Source Innovation: The New Competitive Advantage

Web Services and Service-Oriented Architecture

Software Outsourcing and Cloud Services

#### 5-5 What are the challenges of managing IT infrastructure and management solutions?

Dealing with Platform and Infrastructure Change



Management and Governance

Making Wise Infrastructure Investments

5-6 How will MIS help my career?

The Company

Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

Key Terms

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Project JEDI: A Cloud of Controversy

References

## Chapter 6: Foundations of Business Intelligence: Databases and Information Management

Opening Case: Astro: Leveraging Data for Customer-Driven Service

6-1 What are the problems of managing data resources in a traditional file environment?

File Organization Terms and Concepts

Problems With the Traditional File Environment

6-2 What are the major capabilities of database management systems (DBMS), and why is a relational DBMS so powerful?

Database Management Systems

Capabilities of Database Management Systems

**Designing Databases** 

Nonrelational Databases, Cloud Databases, and Blockchain

Interactive Session Technology New Cloud Database Tools Help Vodafone Fiji Make Better Decisions

6-3 What are the principal tools and technologies for accessing information from databases to improve business performance and decision making?

The Challenge of Big Data

Interactive Session Management Big Data Baseball

Business Intelligence Infrastructure

Analytical Tools: Relationships, Patterns, Trends

Databases and the Web

6-4 Why are data governance and data quality assurance essential for managing the firm's data resources?

Assuring Data Quality

6-5 How will MIS help my career?



The Company

Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

Key Terms

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Big Data in the Asia-Pacific Takes On the COVID-19 Pandemic

References

#### Chapter 7: Telecommunications, the Internet, and Wireless Technology

Opening Case: Alibaba: Redefining Traditional Retailing

7-1 What are the principal components of telecommunications networks and key networking technologies?

Networking and Communication Trends

What Is a Computer Network?

Key Digital Networking Technologies

#### 7-2 What are the different types of networks?

Signals: Digital Versus Analog

Types of Networks

Transmission Media and Transmission Speed

7-3 How do the Internet and Internet technology work, and how do they support communication and e-business?

What Is the Internet?

Internet Addressing and Architecture

Internet Services and Communication Tools

Interactive Session Management Monitoring Employees on Networks: Unethical or Good Business?

The Web

Interactive Session Technology Talking Cars Make for Better Road Safety

7-4 What are the principal technologies and standards for wireless networking,

communication, and Internet access?

Cellular Systems

Wireless Computer Networks and Internet Access

RFID and Wireless Sensor Networks

7-5 How will MIS help my career?

The Company

Position Description



Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

**Key Terms** 

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Google, Apple, and Facebook Battle for Your Internet Experience

References

#### Chapter 8: Securing Information Systems

Opening Case: Cyberattacks in the Asia-Pacific Target the Weakest Link: People

8-1 Why are information systems vulnerable to destruction, error, and abuse?

Why Systems are Vulnerable

Malicious Software: Viruses, Worms, Trojan Horses, and Spyware

Hackers and Computer Crime Internal Threats: Employees

Interactive Session Technology Capital One: A Big Bank Heist from the Cloud

Software Vulnerability

#### 8-2 What is the business value of security and control?

Legal and Regulatory Requirements for Electronic Records Management

Electronic Evidence and Computer Forensics

#### 8-3 What are the components of an organizational framework for security and control?

Information Systems Controls

Risk Assessment

Security Policy

Disaster Recovery Planning and Business Continuity Planning

The Role of Auditing

#### 8-4 What are the most important tools and technologies for safeguarding information resources?

Identity Management and Authentication

Firewalls, Intrusion Detection Systems, and Anti-malware Software

Securing Wireless Networks

Encryption and Public Key Infrastructure

Securing Transactions with Blockchain

**Ensuring System Availability** 

Achieving Digital Resiliency

Interactive Session Management PayPal Ups Its Digital Resiliency

Security Issues for Cloud Computing and the Mobile Digital Platform



**Ensuring Software Quality** 

#### 8-5 How will MIS help my career?

The Company

Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

Key Terms

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Bulgaria: A Whole Nation Hacked

References

#### Part Three: Key System Applications for the Digital Age

## Chapter 9: Achieving Operational Excellence and Customer Intimacy: Enterprise Applications

Opening Case: Lenzing Sustainably Balances Supply and Demand

9-1 How do enterprise systems help businesses achieve operational excellence?

What Are Enterprise Systems?

Enterprise Software

Business Value of Enterprise Systems

9-2 How do supply chain management systems coordinate planning, production, and logistics with suppliers?

The Supply Chain

Information Systems and Supply Chain Management

Supply Chain Management Software

Global Supply Chains and the Internet

Business Value of Supply Chain Management Systems

9-3 How do customer relationship management systems help firms achieve customer intimacy?

What Is Customer Relationship Management?

Customer Relationship Management Software

Operational and Analytical CRM

Business Value of Customer Relationship Management Systems

Interactive Session Organizations CRM Helps Adidas Know Its Customers One Shoe Buyer at a Time

9-4 What are the challenges that enterprise applications pose, and how are enterprise applications taking advantage of new technologies?



**Enterprise Application Challenges** 

**Next-Generation Enterprise Applications** 

Interactive Session Technology Versum's ERP Transformation

#### 9-5 How will MIS help my career?

The Company

Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

**Key Terms** 

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: The Coronavirus Pandemic Disrupts Supply Chains Around the World

References

#### Chapter 10: E-commerce: Digital Markets, Digital Goods

Opening Case: E-commerce Comes to the Dashboard: The Battle for the "Fourth Screen"

10-1 What are the unique features of e-commerce, digital markets, and digital goods?

E-commerce Today

The New E-commerce: Social, Mobile, Local

Why E-commerce is Different

Key Concepts in E-commerce: Digital Markets and Digital Goods in a Global Marketplace

#### 10-2 What are the principal e-commerce business and revenue models?

Types of E-commerce

E-commerce Business Models

E-commerce Revenue Models

Interactive Session Technology Deliveroo: Global Food Delivery App

#### 10-3 How has e-commerce transformed marketing?

Behavioral Targeting

Social E-commerce and Social Network Marketing

Interactive Session Management Engaging "Socially" with Customers

#### 10-4 How has e-commerce affected business-to-business transactions?

Electronic Data Interchange (EDI)

New Ways of B2B Buying and Selling

## 10-5 What is the role of m-commerce in business, and what are the most important m-commerce applications?

Location-Based Services and Applications

Other Mobile Commerce Services



Mobile App Payment Systems

10-6 What issues must be addressed when building an e-commerce presence?

Develop an E-commerce Presence Map

Develop a Timeline: Milestones

10-7 How will MIS help my career?

The Company

Job Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

Key Terms

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: An iDEAL Solution to the Single Online EU Market

References

#### Chapter 11: Managing Knowledge and Artificial Intelligence

Opening Case: Artificial Intelligence Beats Radiologists in Reading Mammograms

11-1 What is the role of knowledge management systems in business?

Important Dimensions of Knowledge

The Knowledge Management Value Chain

Types of Knowledge Management Systems

11-2 What are artificial intelligence (AI) and machine learning? How do businesses use AI?

Evolution of Al

Major Types of Al

**Expert Systems** 

Machine Learning

Neural Networks

Interactive Session Technology Do You Know Who Is Using Your Face?

Genetic Algorithms

Natural Language Processing, Computer Vision Systems, and Robotics

Intelligent Agents

Interactive Session Organizations Will AI Kill Jobs?

11-3 What types of systems are used for enterprise-wide knowledge management, and how do they provide value for businesses?

**Enterprise Content Management Systems** 

Locating and Sharing Expertise

Learning Management Systems



11-4 What are the major types of knowledge work systems, and how do they provide value for firms?

Knowledge Workers and Knowledge Work

Requirements of Knowledge Work Systems

Examples of Knowledge Work Systems

#### 11-5 How will MIS help my career?

The Company

Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

Key Terms

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Are Self-Driving Cars Ready for the Road?

References

#### Chapter 12: Enhancing Decision Making

Opening Case: Eastspring: Targeted Enterprise System Building

12-1 What are the different types of decisions, and how does the decision-making process work?

Business Value of Improved Decision Making

Types of Decisions

The Decision-Making Process

12-2 How do information systems support the activities of managers and management decision making?

Managerial Roles

Real-World Decision Making

High-Velocity Automated Decision Making

12-3 How do business intelligence and business analytics support decision making?

What Is Business Intelligence?

The Business Intelligence Environment

Business Intelligence and Analytics Capabilities

Interactive Session Organizations Predictive Maintenance in the Oil and Gas Industry

Interactive Session Management GIS Help Land O'Lakes Manage Assets Strategically

12-4 How do different decision-making constituencies in an organization use business intelligence?

Decision Support for Operational and Middle Management

Decision Support for Senior Management: Balanced Scorecard and Enterprise Performance Management



Methods

#### 12-5 How will MIS help my career?

The Company

Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

**Key Terms** 

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Should an Algorithm Make Our Decisions?

References

#### Part Four: Building and Managing Systems

#### Chapter 13: Building Information Systems

Opening Case: Vinci Energies Builds a New Mobile Employee Time Sheet App

13-1 How does building new systems produce organizational change?

Systems Development and Organizational Change

Interactive Session Organizations Business Process Redesign at DP World

Business Process Redesign

#### 13-2 What are the core activities in the systems development process?

Systems Analysis

Systems Design

Completing the Systems Development Process

#### 13-3 What are the principal methodologies for modeling and designing systems?

Structured Methodologies

**Object-Oriented Development** 

#### 13-4 What are alternative methods for building information systems?

Traditional Systems Life Cycle

Prototyping

Application Software Packages, Software Services, and Outsourcing

#### 13-5 What are new approaches for system building in the digital firm era?

Rapid Application Development (RAD), Agile Development, Automated Software Testing, and DevOps

Interactive Session Technology McAfee Turns to Automated Software Testing

Mobile Application Development: Designing for a Multiscreen World

#### 13-6 How will MIS help my career?

The Company



Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 

**Key Terms** 

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Pick n Pay's Cloud Migration to Enhance Business Intelligence

References

## Chapter 14: Making the Business Case for Information Systems and Managing Projects

Opening Case: Al-Asasyah Implements a Modern ERP Solution

14-1 How should managers build a business case for the acquisition and development of new information systems?

The Information Systems Plan

Portfolio Analysis

Scoring Models

**Determining Solution Costs and Benefits** 

14-2 What are the objectives of project management, and why is it so essential in developing information systems?

Runaway Projects and System Failure

**Project Management Objectives** 

14-3 What are the principal risk factors in information systems projects?

Dimensions of Project Risk

Change Management and the Concept of Implementation

14-4 How can project risks be managed?

Managing Technical Complexity

Formal Planning and Control Tools

Increasing User Involvement and Overcoming User Resistance

Designing for the Organization

Interactive Session Management Sauder Woodworking Gets ERP Implementation Right

Project Management Software Tools

Interactive SessionTechnology Arup Moves Project Management to the Cloud

14-5 How will MIS help my career?

The Company

Position Description

Job Requirements



Interview Questions

**Author Tips** 

**Review Summary** 

Key Terms

**Review Questions** 

**Discussion Questions** 

Hands-On MIS Projects

Collaboration and Teamwork Project

Case Study: Pennsylvania's Unemployment Compensation Modernization System: Unfinished Business

References

#### Chapter 15: Managing Global Systems

Opening Case: The Bel Group: Laughing All the Way to Success

15-1 What major factors are driving the internationalization of business?

Developing an International Information Systems Architecture

The Global Environment: Business Drivers and Challenges

Interactive Session Management Rethinking Global Supply Chains

State of the Art

15-2 What are the alternative strategies for developing global businesses?

Global Strategies and Business Organization

Global Systems to Fit the Strategy

Reorganizing the Business

15-3 What are the challenges posed by global information systems and management solutions for these challenges?

A Typical Scenario: Disorganization on a Global Scale

Global Systems Strategy

The Management Solution: Implementation

15-4 What are the issues and technical alternatives to be considered when developing international information systems?

Computing Platforms and Systems Integration

Connectivity

Interactive SessionOrganizations Digital Nationalism

Software Localization

#### 15-5 How will MIS help my career?

The Company

Position Description

Job Requirements

Interview Questions

**Author Tips** 

**Review Summary** 



Key Terms **Review Questions Discussion Questions** Hands-On MIS Projects Collaboration and Teamwork Project Case Study: Souq.com: Amazon's Entry into the Middle East References Glossary Indexes Name Index Α В С D F G Н J Κ L Μ 0 Ρ R S Τ ٧ W Υ Z Organizations Index Α В С D Ε



F G Н J Κ L М Ν 0 Р Q R S Т U ٧ W Υ Z Subject Index Α В С D Ε F G Н J Κ Μ Ν

O P

Q

R

S

Т

U

W

Χ

Υ

Z