

The value of information and its strategic role in light of the current changes

Dr. BOUGUERRA SAMIA
Doctor, Conference Teacher B, University Badji Mokhtar Annanba(Algeria)
e-mail: samia.fatma@yahoo.fr

RESEARCH ARTICLE

Received:25/05/2020

Accepted:28/05/2020

Published:20/06/2020

Abstract: The world is living today amazing technological progress, in which the information and communications sector have taken the lead among other traditional sectors, where information has become an essential source with a strong and clear impact on all the activities of institutions. Based mainly on the production and exploitation of the latter until it was said that "**whoever possesses information possesses strength**", this study focuses on showing the value of the information and its strategic role in light of the changes taking place in the contemporary economy.

Keywords: Add+

* Corresponding author:(Dr. BOUGUERRA SAMIA)
Published online at <http://gulfpublishers.com/journal/1>
Copyright © 2020 The Author(s). Published by Gulf Publishers
This work is licensed under the Creative Commons Attribution International License (CC BY). <http://creativecommons.org/licenses/by/4.0/>

INTRODUCTION :

The total changes included in the knowledge economy in its aspects related to the processes and outputs of human intelligence, investing the technological dimension of information technology, came to increase the economic value added to many tasks and works produced (Cognitively) using computers and software. Where successive changes and faster result in the emergence of new interacting industries (computers, communications, and information content), and therefore the information is the nerve of any activity carried out by institutions of all fields, as it has become the competitive advantage that it enjoys, it is a vital component of contemporary life and the main pillar For decision-making

In addition to that, information is the cornerstone of the new knowledge economy, whose existence interacted in light of existing competitions, management of change in institutions and restructuring, as a way to effect change with the latter, and there are many economists who see that today's economy is mainly based on information, to the degree that it has become In it, the information industry in some countries constitutes an economic weight that made it the first and dominant industry.

The value of the information is that it is involved in the conduct of the various businesses of the institutions, as it is the source that provides them with what helps them to take administrative decisions, based on sound scientific foundations. This includes internal information from the organization and the workforce, as well as information with external sources about the surrounding environment and other information that may affect its various activities. Information also represents an important element in the contemporary economy, it has become an important strategic resource on which organizations depend in light of environmental conditions characterized by continuous and rapid change, as there are agreement and consensus that today's world lives under a framework that is limited by information from all its angles and frameworks, as it was

characterized by a set of features Such as information explosion and increasing the importance of information as a basic resource in addition to the emergence of technological innovations in information processing, and the dependence of the growth of societies and organizations entirely dependent on information with the multiplicity of categories of workers with information, as well as the increasing amounts of information presented in paperless or non-paper containers Print ⁱ.

To keep pace with this era, it has become necessary for any organization to have systems in which to provide the decision-making process that needs new, qualitative and accurate information to work to increase the effectiveness of the latter, as well as to ensure its survival and continuity in light of the changes taking place

Based on the foregoing, the problem of the study is summarized in the following main question :

What is the value of the information in the organization? and What is the role it plays in light of the current changes?

1- Information definition

MELESE Jacques knows the information: "It is an element of knowledge, as it is raw data that is likely to be transmitted or stored thanks to the props"ⁱⁱ (ALBRIK H., 2011, p. 228), and it broadcasts in one sense from the sender to the receiverⁱⁱⁱ, and therefore information is data that has been processed in a way that makes it beneficial to the institution in all its work and activities, and the Information is a strategic resource in the decision-making process, which is an important and very sensitive process in the organization .

The information system is: "An organized collection of resources, tools, systems, workers, data, procedures, ... It is possible to process, store, and communicate information in the form of (data, text, images, sound, etc.) in the organization^{iv}.

2- Types of information:

There are several categories of information, including the following:

➤ The first classification includes:

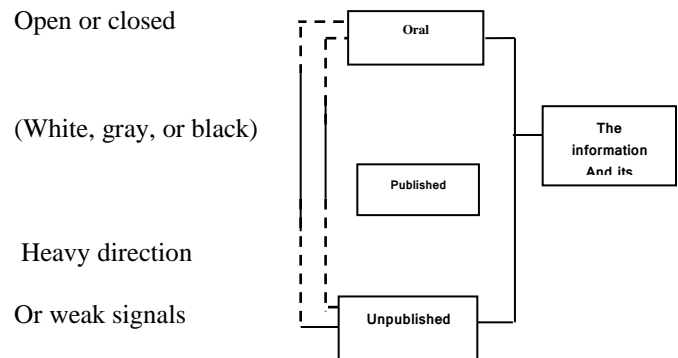
- **White Information:** Simple information that everyone is allowed to view, such as information available on the Internet.
- **Gray Information:** Legitimate and acceptable but described with difficulties related to existing knowledge, for example when searching the Internet, there is information that is not downloadable.
- **Black Information:** This is information that is only known to specific people and not others^vbecause it

is sensitive information that requires confidentiality

Exactly because falling into the hands of inappropriate parties may lead the institution to the abyss in a highly complex, turbulent, and competitive environment.

The following form represents the nature of the information:

Figure (01): the nature of the information



Source: JAKOBIAK François (2009), L'intelligence économique, technique et outils, Eyrolles, paris, p : 41

➤ The second classification includes:

• **Strategic information:**

It is the information that provides the institution with a competitive advantage, making it in the best position, then it is a competitive advantage in the hands of the institutions that use and exploit it for this matter^{vi}.

• **standard information:**

Accurate and detailed information pertaining to it leads to the idea of auditing and measurement, as is the case with data and production information (size and value)^{vii}.

• **Structural information:**

It is defined in relation to a structure of many dimensions, such as the accounts used in financial analysis, as it provides rich but complex and difficult to understand structural information.

• **Optional information:**

He obtains it by selection through the collection of available or available information^{viii}.

• **Operating information:**

It consists of the set of information available for the daily work of the institution, which is information for the completion of operations

related to the life of the institution, and this type can be divided into two sub-types:

- ✓ Control information: that is, those related to control, by exciting or precisely performing an operation.
- ✓ Monitoring information: to monitor the results of the operation^{ix}.

- **Impact Information:**

It is the information through which the institution seeks to influence the behavior of actors who are closely related to the institution (internal actors, external actors).

The term "influence" primarily means activity, grooming, motivation, and interdependence.

The richness and quality of impact information are very different from one institution to another, and this variable (richness and quality) is a central point on which to rely for the informational diagnosis of the institution.

- **prediction information (prediction information):**

It allows the organization to predict some of the changes that can happen, and this type of information allows it to know in advance some changes related to its social and economic environment, either with a view to drawing interest or avoiding risk, so this information is in order to guide the good management of the institution in order to give a long-term view. From what is present daily, this type of information is usually viewed from the strategic vigilance side and its different types^x.

FRAÇOIS JAKOBIAK also presented a classification of types of information based on the idea of the usefulness of the information as the latter believes that the institution is exposed to a stream of information and is a comprehensive and permanent torrent of a set of symbols that are received, it provides the first type of information:

- **General information:**

And who says that the institution must isolate it from this stream of information, which is all the information that has to do with the subject and purpose of the institution, which is dangerous information in terms of its function, and upon disposal of this general information, it remains for the institution to extract the second type, which is important information.

- **Important information:**

As the important feature is related to the information itself and is independent in its

importance from its users, it is important information, either because it is of quality, or because it satisfies an intellectual curiosity or because it concerns indirectly the environment of the institution, and that this information, if it is not useful at a certain time, it will be useful in Another time, therefore, it should not be wasted but should be stored, archived and kept in memory.

- **Useful information:**

The benefiting property here is related to the user and not to the information per se, so what is beneficial for this may not be for another, and simply, the benefit is what permits profit, or is far from the loss, whether the latter (the loss) relates to time or money, or knowledge and effectiveness in the work, or In making the decision, the useful information is what we need, and it is related to the project and the personality of its future and its capabilities, so the future is any user of the information here is the master in embodying the benefit behind this type of information^{xi}.

- **Decisive information:**

The information that is useful is considered to be too much, and that critical information should be extracted or extracted from it, and it is crucial because it favors the cuff at the end. To be a decisive factor for success.

3- Information Sources:

Searching for information carries with it the following procedures:

- Choose sources.
- Formation of questions.
- Interrogation of sources^{xii}.

The sources of information are numerous and varied, and they were classified as follows:

- **internal and external sources:**

Internal sources consist of persons or departments within the organization, which represent data related to internal system activities, and these sources give basic, planned, and organized facts to support decisions if the end-user is aware of available facts, and data is collected according to events.

What happened in addition to the feedback that represents the effectiveness of the manager, and this source constitutes the official or unofficial form in the institution, while the external sources are the sources that represent the internal data of the system from outside its borders, which gives the managers an important basis for what needs to be done within the institution^{xiii}.

➤ **primary and secondary sources:**

- a) **Primary sources:** These are observations, experiments, field research, and a personal report.
- b) **Secondary sources:** It is represented in the information that is inside the organization, the external sources, the agencies and departments of the state, the ministries, and the Publications and Publishing Department^{xiv}.

When collecting information, the concepts of honesty and consistency should be taken into consideration.

Information can take the following forms:

- ✓ digital: photo;
- ✓ Textual
- ✓ Voice: broadcast message;
- ✓ visuals: such as posters, information boards;
- ✓ Audiovisual
- ✓ fixed;
- ✓ mobile;
- ✓ Common Shapes^{xv}.

4- Specifications information:

There are five basic characteristics that are required in the information:

Relevance, quality, quantity, timing, accessibility.

a) Relevance :

The more information is relevant to the technology used in the organization, the greater its value, and the organization faces two main problems with regard to relevance:

Determine what environmental information is appropriate.

To whom this environmental information is appropriate within the institution.

The corporation usually defines the environmental information appropriate for its activity. For example, employee management needs to know the size of the workforce available in the market, and the procurement department needs to know the prices of raw materials, and most of the institution needs to fit the information in strategic decisions, which are the main decisions that affect the institution for a long time. The extent, the decision to develop a new product or enter a new market are examples of strategic decisions.

Strategic decisions made arbitrarily without appropriate information can lead the organization to disaster.

b) Quality of information:

The quality of the information means its accuracy, and does this information accurately represent reality? The more accurate the information, the higher it's

quality, and the organization's confidence increases when used in strategic decisions. Usually, the cost of obtaining information increases as the quality required increases, and there must be a balance here between obtaining information and the cost of using incorrect information^{xvi}.

c) quantity of information:

An adequate amount of information is necessary to make decisions, but sometimes a large amount of information occurs which causes an excess, and when that happens, decision-making centers ignore all the information available to them because there is not enough time to analyze them, so the institution must monitor the relationship between management. The gathering of information and between decision-making centers, in order to ensure that the appropriate amount of information, especially after using the electronic computer that provides a huge amount of information and without good monitoring, can sink the institution in a sea of information, and the latter must know about the information. You will develop assumptions about them because it can not be put assumptions about cases of lack of knowledge.

It is also necessary to realize that the cost of information increases as the institution tries to collect a greater amount of information on a specific subject, and the organization must balance the cost of information with the benefits resulting from it^{xvii}.

d) Timing of the information:

There is a temporal value, as information about the rise in the price of a stock in the market is not at the same level of interest in whether this information was available before the rise occurred, and most of the information used by the institution is historical, so the information that collects the buying habits of consumers, the turnover of stock of materials, sales and other information are all Historical and reflects what happened, the benefit of this information increases as this information is more recent, so the organization is more interested in quarterly sales reports for the previous year compared to the previous year, and historical information can be used towards the future by analyzing the Attitudes towards this situation are acceptable as long as the conditions that have been associated with or affected historical information are similar to those conditions that will affect future information, and the important factor in the timing of the information is the need to obtain this information early, with which a certain decision can be taken or not

taken, it is necessary for institutions To learn from its mistakes so as not to repeat.

e) Easy access to information:

The ease of obtaining information is an important factor for decision-making. Ideally, managers must choose information from the sources that provide the highest possible value in terms of relevance, accuracy, quantity, and timing, but in practical terms, the sources of information that are easily accessible are the most used by Managers although they do not provide good value^{xviii}.

5- Strategic level information systems:

And its name is also called strategic information systems, and it helps executives to better shape and address strategic questions, meaning that they allow to set goals in the long term and choose the appropriate tools to achieve them, and their goal is to establish a consensus between changes that occur in the external environment and can be predicted (competition, laws Etc ...) and the current and future capabilities of the institution. Among the questions posed by this type of system, for example:

- ✓ What is the size of the employment in the institution after five years?
- ✓ What are the long-term cost trends in the industry?
- ✓ What products can be produced for over five years?^{xix}

6-The importance and value of the information:

The importance of information in an organization for decision-makers can increase or decrease its value. For example, it may require information about the competitor's performance, which is crucial in their decision regarding whether investing in new machines for their factory. Here the value of information is high, always taking into consideration Information must be available in a timely manner, especially given cost constraints and ways to obtain them legally^{xx}.

Information is valuable like other resources in an organization, where information is measured in a proportional way and according to the extent of its contribution to adding to the level of knowledge, the greatest focus is usually on the added value of information, and this value depends on its relationship with the previous knowledge that was collected and stored.

The value of the information is also measured by the extent to which the benefit is covered by setting its cost, and the cost of time, effort, and money elements. If the information is used in making decisions and does not

achieve the goal, it is considered weak value, and if the cost of its production is high. Decision-making, increasing the return, or reducing costs, the decision that relates to obtaining information must be based on an analysis of benefits and costs^{xxi}.

7- conclusion

What we come to after touching on the previous elements, is to say that information is the basis of knowledge, as it is meaningful data, and the institution needs information in order to be able to link its parts to achieve its goals and to be able to adapt to the environment successfully, and also that it falls within the various activities and functions of the institution, as well It has value embodied in being the source of decision-making, so the institution must provide sufficient and accurate information necessary for its work. This gives information about the character of the strategy.

REFERENCE :

- [1]Al-Jasem Jaafar (2005), Information Technology, Dar Osama, Amman, p :12
- [2]HOUNOUNOU Alberic (2011), 100 fiche pour comprendre le management, 3^{ème} édition, Bréal, Paris, p : 228.
- [3]Blaise Rodolphe et autres (2010), dictionnaire d'économie et des sciences sociales, 2^{ème} édition, Ellipses, Paris, p: 275.
- [4]MOLRLAY Chartal (2006), management d'un projet système d'information Dunod, Paris, p : 13.
- [5] BRODHAG Christian et autres (2004), Dictionnaire du développement durable Afnor, Paris. P : 124, 125.
- [6] LAMIRI Abdelhak (2008), management de l'information redressement et mise à des entreprise, 2^{ème} édition, office des publications universitaires, Alger, p : 07.
- [7] ATTIA Haj Salem (2013), Information Management in Small and Medium Enterprises, Algeria - a field study according to the model of functions and dimensions of economic intelligence, PhD thesis, Information and Communication Sciences, Algeria, p : 30.
- [8] Ibid, p : 30.
- [9] CLIQUET Gérard et autres (1999), encyclopédie de la gestion et du management Dalloz, Paris, p : 483.
- [10] Ibid, p : 483.

-
- [11] Attia Haj Salem
- [12] JAKOBIAK François (2009), L'intelligence économique, technique et outils Eyrolles, Paris, p : 40.
- [13] Al-Shawabkeh Adnan Awad (2011), the role of information systems and technology in administrative decision-making, Dar Al-Yazouri, Amman, p : 85.
- [14] Ibid, p: 86.
- [15] SAUVAJOL-Rialland Caroline (2009), Mieux S'informer Pour Mieux communiquer, Dunod, Paris, p : 53.
- [16] Al-Hazimiyya Ahmed Saleh (2009), The Role of Information System in Decision-Making in the Organization, Damascus University Journal for Economic and Legal Sciences, No. 1, Volume 25, Damascus, p : 389.
- [17] Ibid, p : 389.
- [18] Ibid, p : 389.
- [19] LOUDAN Kenneth, LOUDAN Jane (2006), Management Des Systèmes D'information, 9^{ème} édition, Pearson éducation, Paris, p : 40.
- [20] HIGH SCHOOL Johnstone (2015), Characteristics of information,(06/01/2016) <http://www.jhigh.co.uk>.
- [21] Al-Shawabkeh Adnan, op. cit, p : 94.