

## IMPLEMENTATION OF CORPORATE SYSTEMS IN INTERNATIONAL COMPANIES

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**Abstract:** *The external business environment is characterised by the globalisation of business activity. This means that in a largely open global economy, business firms face competition from firms all around the world. The internal environment of a business firm is characterised by business processes that centre on proactive customers<sup>1</sup>. Other interrelated trends concern the way work is organised. So the implementation of a system is very important.*

**Keywords:** *corporate information systems, interference of logistics, management of information systems*

### Introduction

Information systems are an essential field of study in business administration and management, areas considered major modern economy. The systems must respond to the problems of managing hardware, software, data and computer networks in a strategic manner to ensure business success.

Computer systems today are increasingly a vital component of business success for an organization or an entrepreneur.

The development of information systems is how users (end users) develop systems to solve problems within the organization or to increase productivity. IT systems play an important role in providing managerial and operational support business activities.

The management of information systems refers to how to manage IT resources, and strategies related to the involvement and use of information technology at different levels: end user and global organization.

As a result of these trends, it requires effective use of information technology. It is not enough just to be a strong link between technology and strategy. Managers must remove barriers of organizational structure to using new technologies so as computer technology becomes a major advantage for the firm.

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1 <http://www.londoninternational.ac.uk/>

Corporate information systems development

Tabel 1.1.

NR.	CORPORATE INFORMATION SYSTEMS	SYSTEM COMPONENTS			PRIMARY OBJECTIVES
		Media	Actors	Content	
1.	<b>ERP systems (PRI) Enterprise Resource Planning</b>	Hardware (HW) and internal software (SW)	Internal users	Internal Information	<i>Transmission of internal information</i>
2.	<b>CRM systems (CRM-Customer Relationship Management )</b>	Internal HW and SW	Internal users	Information about the customers	<i>Customer relationship</i>
3.	<b>Supply Systems</b>	Internal HW și SW + network + provider HW and SW	Internal users and suppliers	Information about the supplier and the supplier's products	<i>Limited collaboration with suppliers</i>
4.	<b>Sales Chain Management Systems</b>	Internal HW și SW + network + the distributor HW și SW	Internal users and distributors	Product information	<i>Collaborations with internal users and distributors.</i>
5.	<b>Management Systems Supply Chain</b>	Internal HW and SW + network + the partner HW and SW	Internal users, suppliers and distributors	Information about the organization and about the products, production, inventory, customers, planning, forecasting, supply the partner	<i>Interaction with suppliers and distributors</i>

If international companies have implemented systems for generation III or make efforts in this regard, with a rich offer from hardware and software firms in this regard, in Romanian economy prevails generation II of systems , either imported or created by specialized companies or created internally.

They are most often integration dysfunctions, often they are used as a first-generation systems.

At the end of the paragraph consider that the emergence and development, intensive and extensive, Supply Chain Management are linked to modern logistics which integrates corporate strategic planning functions associated with marketing and sale, all resulting with indispensable contribution of information technology.

In these circumstances, two directions are defining for shaping applied research in the field of theoretical and logistics: on the one hand, a side which seeks to integrate internal and external logistics in supply chain management (SCM), and on the other hand, a side aiming at developing information technology and its impact on logistics systems.

In our view, under first main approaches, logistics and distribution management, seen from the angle of Supply Chain Management, should integrate logistics and distribution area, on the one hand, with supply management assets operating assets and liabilities and on the other hand, production management, financial management and marketing, and not least with information technology.

As the second side approach, the view that there are three main influences that shape the evolution of IT logistics management: a direction of operational support, a direction of decision support and a third electronic data exchange.

### Interference of logistics

With the emergence and development of modern logistics, interference and connections logistics systems and logistics management were amplified. This amplification is mainly due to developments in the field of integrated logistics. In this part we will present how a modern logistics system is connected and interfere with other features of the economic system.

This approach is holistic and treats logistics management as an integral part of the overall management of the company:

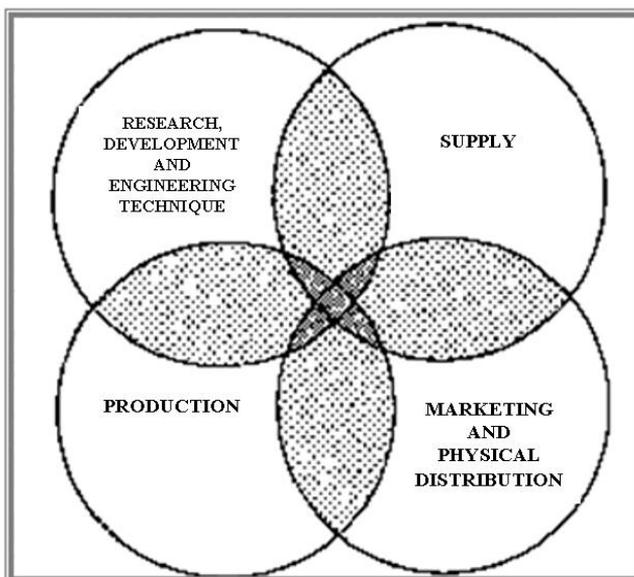


Figure 1.1. The holistic approach model of logistics  
 (Source: GATORNA, J.L., - *Managementul logisticii și distribuției*,  
 Ed. Teora, București, 2001, p. 380)

Our presentation is one type synthetic and considers how logistics management integrates and interacts with elements and activities of management of material resources, financial management, marketing and production at a strategic, tactical and operational level and is based on elements integrated logistics modern.

Also, in fig. 1.2. it is presented the activities and operations which are ensuring integration into the logistics system through operational and decision support granted on three levels of performance of the logistics management.

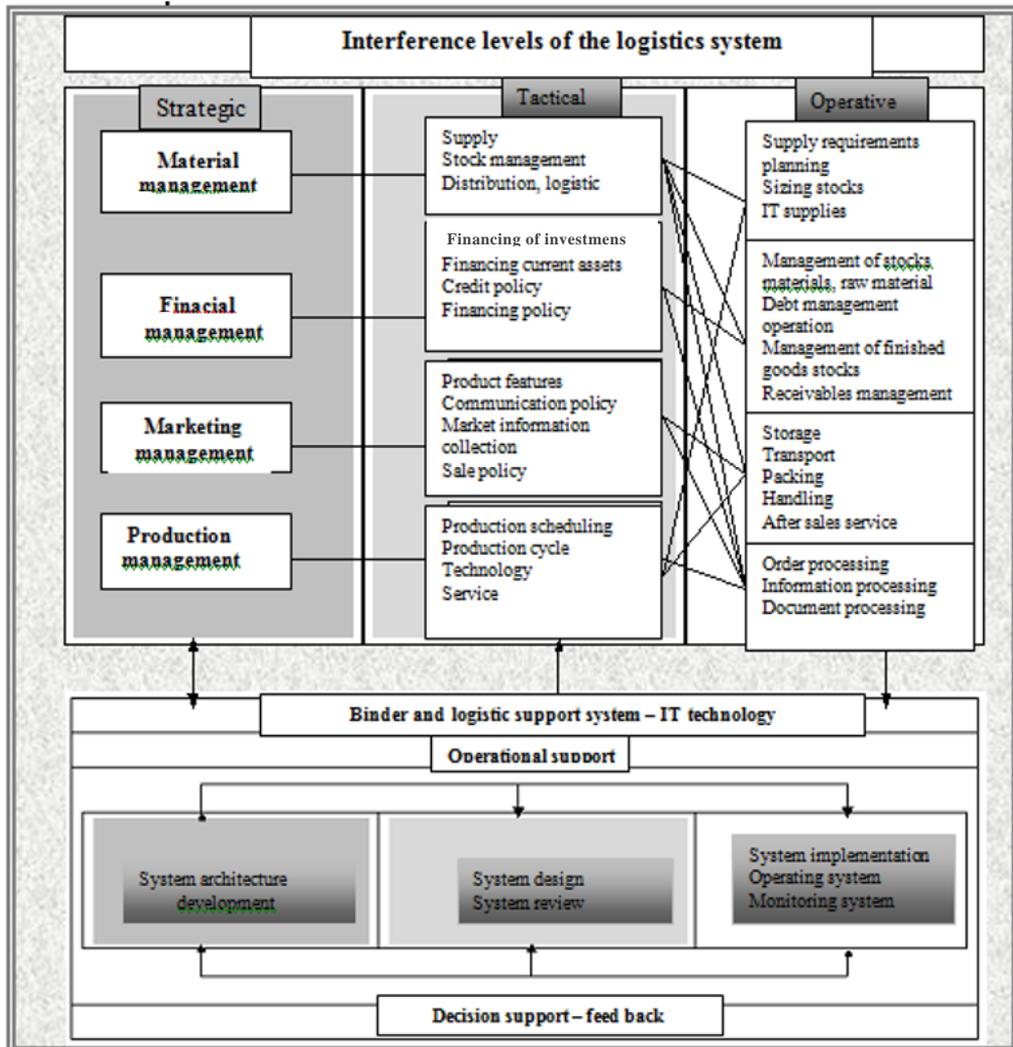


Figure 1.2. Interference levels of the logistics systems

## Conclusions

We consider, therefore, that modern logistic systems are connected and interfere with a number of functions of economic systems on material resources management, financial management, marketing management and production, based on elements of modern integrated logistics.

Information systems planning begins with the strategic plan of the organization, which states the firm's overall mission, the goals that follow from the mission, and the steps necessary to reach these goals. The organizational strategic plan and the existing IT architecture provide the inputs in developing the information systems strategic plan.

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