INFORMATION MANAGEMENT IN THE FUTURE ORGANIZATION

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Abstract: The information market sells to the world products, service but also information, innovation, management, culture, advance technology, products for the computer, education, instruction, medical care and financial services. Economy has become an economy of information, and the decision depends totally of it, creating the premises of the immaterial society. The future organisation will rely increasingly more on information management, whose main objective is the scientific basis of the decision-making process, his efficiency and fulfilment of the Mission of the organisation.

*Keywords: economy**,** information, management, innovation, organization.*

1. Introduction

Information is the essence of the performance management process. Reducing the time of investigation information, making it easier to increase the performance, at the same time, real-time development of new methods and offering new possibilities for analysis of information, more and more fast, uniting the sophistication of means with the professionalism of managers.

The management interprets those newer modes of organization and the newest treatment information means, putting in evidence the necessity of shifting the current thinking and action. This new way of thinking and acting will be the expression of a new State of mind and a new employment framework.

2. The role of information in economic progress

Information management in the organization of the future is based on several fundamental considerations, namely:

• The information has value:

-the value that helps to know what can be broadcast on the outside;

-the amount of information that is missing for a decision;

-financial cost that consent to pay for obtaining information;

-consumption of time spent obtaining information because information is always the result of an action that consumes time.

• The information should be developed within the framework of collective through cultures:

-The Division of funds between the internal and the external environment;

-Capitalization by transforming information into knowledge and then adding other knowledge to reach understanding and anticipation;

-Operation of mergers of information obtained from many sides because one man's possibilities are limited.

• Information is a staple:

-The value added resulting from the operation and only can be measured only when there is a request;

-Requires a continuous process of improvement with each technological stage;

-Requires a specific professional setting with own means and with the specialized agencies. Information is a raw material that materializes in a finished product after it has undergone a transformation process that responds to the needs of the consumer.

• Information is a means of action for:

-The influence of motivation within the Organization;

-To improve the outside influence of the factors that makes the functioning of organizations;

-To replicate to different interventions from outside (counterattack to a misinformation);

• Information requires the use of a grid of analysis:

-Using game theory to economic agents, they can identify the threats and opportunities of different ratio of forces;

-Analyse comparative cultures, playing each of its context information;

-Using the general theory of systems one can study each component of the system and the interdependence of these;

-Strategic analysis is allowed Using a multidimensional global vision.

• Change in any organization must be assured through a management that:

-Polarise their people around the individual and collective networks;

-Draw up functional structures to optimize operational activities;

-Organise information structures for the collection, processing and dissemination of information.

• Change in any organization is to begin by designing and putting into operation of a computer system based on individual assets and collective assets on such computer networks for the collection, processing and dissemination of information according to the requirements of users (usability, speed, security, capacity, etc.) and for a reconciliation between the individual and the organization needs vision process in collective network.

In recent decades it has become increasingly important role that it plays in the development of the information economy and low, constituting ¬ one of the details that contribute to the advancement of society .

Information resources is a fundamental factor in economic progress. Information goods are supplied by the economic sector (Quaternary), characteristic of modern economies geared toward computerization. In countries with developed market economy, Quaternary sector recorded growth rates of the most high, far superior in relation to any of the other economic sectors.

The main features of economic information as the type of good refers to the fact that:

-production of information through the process of understanding and representation of reality is uninterrupted and virtually unlimited; as a result the stock of information expands and enriches continuously;

-use of the information is non-destructive and repetitive; After a certain usage information still remains a resource available, but in relation to the advances of knowledge may be a lapse of obsolescence;

-a user's access to information does not deposedează him, as a rule, on its initial owner information or usefulness of being able to offer on the market and to other beneficiaries;

-new information created and offered to the market generally involves high production costs by virtue of her character, a result of the creative act, intellectual, on the other hand it is very easily reproduced and perpetuated; It appears therefore necessary that this resource be made subject to specific rules, access management and protection; protection of ownership of information goods is carried out mainly through contracts, the law of copyright, patent, patents, licenses, trademarks, etc.

Studying the forms of exchange of information in economic systems, economic semiotics serves as a tool for research in the theory of economic information and information systems of the management bodies and economic units.

3. Information Management in modern organizations

To become social man element must occupy a certain place within the social division and the profesionale. It appears therefore necessary to form at the level of each individual a nucleus of knowledge to enable him to exercise the shares will go back to the place it will occupy as part of labor force in the social production. Thus in the work of the Organization of work, for each job are the specialist knowledge must possess an individual requesting to handle it and to ensure conditions of functions that satisfy a will return. This requirement creates a permanent interest toward the learning of the subject of transition steps soups-completions of employment, which provide extra knowledge required for undertaking actions to greater complexity.

Productive activity of man takes place in a social setting, which in turn requires its engagement in social groups. Need a new sphere appears knowledgeable us necesare understanding organization and operation thereof, the powers and motivation individului within the group. This includes relationships between people working within the process of producing, for example the cooperation flow logic, ant making a decision in a collective organ, etc., as well as the necessary knowledge to move from Assistant Manager to the particular roll group, formed by motivaţia base manufacturer's position.

At the same time appears the need of some general knowledge of history, geography, habits, motivation of the relationship between humans and the SIM.

The different spheres of the treasure of knowledge between penetrate, it makes each other, organizing is systemic, creating informational entity of each individual personalităţii. Towards the concept of treasure trove of knowledge that lies at the individual level, we have the notion of social accumulation of knowledge to the society, which represents the knowledge of society at a given moment, formed by the treasures of knowledge and knowledge stored in various forms:

$$A = (\prod_{i=1}^{n} T_i)\prod S_i,$$ And, where:

-A - He represents the accumulation of social knowledge;

-T_i - Hoard your knowledge of the individual i;

- n - the number of members of the company;

- S -Crowd knowledge stored.

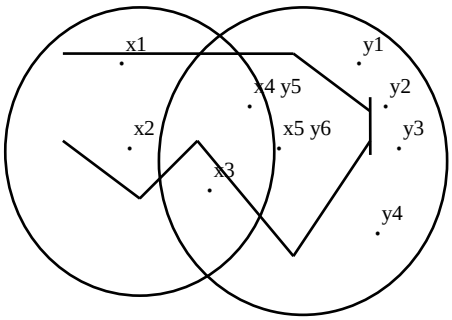
Social knowledge accumulation is the decisive factor, Evergreen on the development of human society, which makes scientific, creative activity to enjoy special attention.

In an objective reality permanently emit signals about an infinite multitude of elements and their behavior. But the reception of a new message, fixing him in human consciousness as a re ¬ real system, MPA, occurs within a certain social experiences mite ™. At a certain volume of knowledge ™ observi man can himself only certain new signals that can fit into the context of existing ones. The social experience or knowledge of the volume of the individual grows, so can the re ¬ cepţionării new knowledge increases, so ill stop here can be objectively ¬ reflected more fully in human consciousness, the novelty character of knowledge and the ability to perceive new signals, evolution ™ telephone services, due to the dynamic nature of social experience.

Enriching the treasure held by receiving new information obtained in the process of knowledge, which are established in advance in the form of messages; the message is a form of organization of the system-which means acquire a particular phenomenon or process or a side of them in order to create the possibility of transmission and their perception by humans. Knowledge of message are linked together by the real itself, the phenomenon or process re ¬ bent. Based on those listed may be introduced the notion of systemic absorption of the message.

That knowledge of a message means in their cadrarea ' ¬â in the contents of the hoard, the process in which new knowledge leading to enriching it. But tre ¬ Bailey created the possibility of linking the two crowds systemic knowledge, new knowledge of Treasury bills and message (fig. 3.1.1).

To do this, the message, in addition to new knowledge which will enrich the hoard, are introduced and some with-acquire forming part of the same system with new ones but which already exist in the thesaurus. Being linked so the knowledge of Treasury bills, and the new message, they fulfil the role of bridge between the two systems, allowing the employment of new knowledge in the thesaurus. Having the character of novelty, but fulfilling the role of succour to ensure new knowledge, the intersection with noştinţele ™ non-redundant information (information transmitted from the surplus to the absolute minimum).



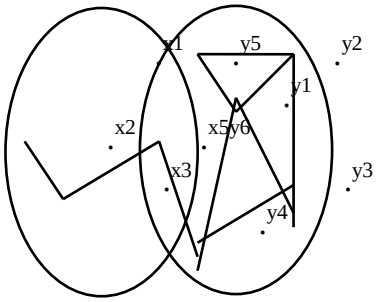
Message Hoard's knowledge

Fig. 1 Schema systemic perception of the message;

In Fig. 1, it appears that the message contains the new x 1 knowledge, x 2, x 3 and x 4 and x 5 knowledge that already exists in Treasury bills, y5 y6 respectively. The goal of the x 4 is to introduce into the Treasury of the x 1, x 5 to tie with vaults on the x 2 and x 3. X 4 and x 5 knowledge, whether it would be linked together would allow more complex relations and marketing in the US Treasury.

The notion of systemic absorption of the message has a special importance in the practical work of designing messages through that crowd and redundant information in the message structure should be set at the level necessary to ensure new knowledge strictului.

Subdimensionarea redundant information crowd makes it impossible that some of the new information, leading to the interruption of the flow to the place of consumption, so to the futility of their occurrence. If we assume that the message would not include payment scheme known to the x 4 will look like in Figure 2:

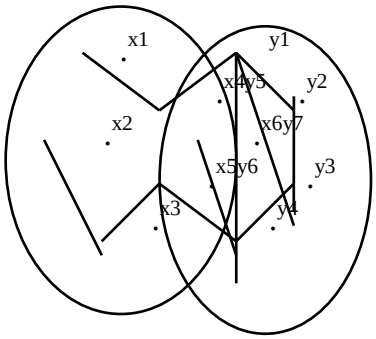


Message Hoard's knowledge

Fig. 2 -Systemic perception of the message Schema in the case of information density.

Since the intersection do not have redundant information than the x 5, the Treasury will be introduced only new information x 2 and x 3. The information collected cannot be x 1, so the whole activity of its production and marketing in the message is unnecessary. Her presence in the message the receiver appears as unnecessary, being unable to use since it cannot be seen, which leads basically to diminish informational message consistency.

Burners with oversized dimensions redundant information leading to crowd into the message of unnecessary knowledge (Figure 3):



Message Hoard's knowledge

Figure 3-The introduction of a message into the useless knowledge;

The information entered into the message x 6 is not new and does not meet any redundant information function to create the bridge between the new information in the message and the Treasury. Her presence in the message is unnecessary and useless expenses requested in addition to the introduction in the message, the reception and selection of information from the user.

There are also situations when the knowledge introduced in the message may not be received because the Treasury there is knowledge that they may be related. If knowledge is useful, however, to be enriched receiver in advance through a training process, thus creating the basis to ensure informational messages.

In the perception of systemic process description of the message appears the notion of informational message: density $D_m = C_n/C_m$ where:

- D_m is the information density of the message;
- C_n number of new knowledge from the NC message;
- C_m total number of knowledge which compose the message.

The number of economic information system can be described as the knowledge of existing economic notions into the treasure trove of economic indicators, respectively.

In the statement the information density of the resulting message and information redundancy (R):

$$R = C_m - C_n$$

and informational redundancy factor (Kr):

$$K_r = R/C_m = 1-D_m.$$

For if rendered in Fig. 3.1.1 we will have:

$D_m = 3/5 \cdot 100 = 60\%$;

R = 5-3=2 Info;

$K_r = 2/5 \cdot 100 =100-60=40\%$

For Figure 3.1.2:

$D_m = 3/4 \cdot 100 = 75\%$

R = 4-3 = 1 info;

K_r 1/4 . 100 = 25%.

There is an increase in information density, but this causes the impossibility of collecting the x 1, which leads to a useful information density:

$D_m = 2/4 \cdot 100 = 50\%$

that is a decrease of 10% versus the previous case and, in addition, the occurrence of unnecessary information in the message, with respect to the receiver.

In Figure 3.1.3 is the following situation:

$D_m = 3/6 \cdot 100 = 50\%$;

$K_r = 2/6 \cdot 100 = 33\%$.

So the information decreases by 10 consistency toward the case initially, decreases redundancy and throughput, but only apparently as it occurs in addition a coefficient of uselessness (I):

$K_i = C_i/C_m = 1/6.100 = 17\%$, were,

C_i - But he noted the number of unnecessary information (x6y7).

Of information signals shall be lodged in their entirety in an organic whole called information system relating to the phenomenon or process. This system shapes the phenomenon or real process form information, being a dual reflection through conventional forms of it. The information consists of signals received by man in touch with the real system; with all its abstract character, given the conventional form of its representation in the human consciousness, it retains the character of the material through its reporting on the real system that gave him birth. Issuance by the system itself, the reception in a specific form in the human consciousness are processes of the material world. We can tell from this point of view, that the information is represented in a conventional form of real characteristics of a system in the human consciousness.

Because any human action is preceded by the representation of the information of the purpose and the means of achieving the result that's a real system conducted by humans must be necessarily accompanied by an information system to represent him in the consciousness of the one who acts upon himself.

Only the conveyance of material by man is the system information about the actual process or phenomenon.

To steer a phenomenon or process is to wrap it in a system of restrictions so that his behavior should be kept under observation and control. Knowledge of these disturbances, and finding the means to counter them or intervene in behavior through their covered driving activity.

Disturbances, known as possible, are the object of, and the information about their causes is information supporting decisions.

It is thus a system of decisions that management system intervenes in the economy and a substantiation of the information system, as a dual real system at the level of human consciousness. The connection between the two systems, organization and carrying out of his task and goal is the Organization and operation of information systems.

4. Conclusions

It can be asserted that at the beginning of the third millennium information, its broadcast mode and ultraperfecţionate tools for collecting, processing and transmitting the exponential growth with a broader applicability in all areas.

Decision-making processes present today deals with a hundred times more information than 30 years ago, and over the last 10 years the information handled by an organization experienced a growth rate of more than 10% per year.

Information has now become a major stake for organizations because the volume of information generated is doubled every four years.

Today in the top one hundred companies in the world, after an employee turnover in four working daily at the computer, and more than 10 years will have three out of four.

The market sells world information products, services, and information, innovation, management, culture, advanced technology, computer program products, education, training, health care, financial services.

The economy has become an economy of information, and the decision depends on the total, thus creating prerequisites for immaterial society.

You can create a hierarchy of the types of information the information decision lies at the top of the pyramid it decision-making based on information and on information structure method.

Information organization method enables the functioning of the system of daily production and distribution. After they were established major strategic guidelines, the information structure is active memory which will formalize and organize strategic guidance material. The information structure of pouncing skills gained and transmitted by the artisan.

The information shall be supplied in decision flows from the base of the pyramid they send informational and productive trajectory to follow.

Contrary to other types of information that the uncertainty can be reduced due to their allegiance to a predetermined guidelines, information decision relies primarily on unreliable data due to their exterioritatea.

The uncertainty has the largest share in the information-holders, so the highest level of the hierarchy where the company makes most poignantly felt the need to circumscrierii and to reduce uncertainty.

Decidentul information of interest to the extent that it serves as a point of support in the decision-making process.

Decision-making information are selected according to their value. The value of information depends on:

- the ability to contribute to reducing the uncertainty in the future;
- the ability to influence the decision and the consequences of them.

Binomial theorem-decision information becomes hellish couple organizing successes and dramatic situations in financial markets, industrial, military and policy spheres.

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