Information Management and Organization in a Big High-Tech Company Q versus a Start-up Company U: Case Study/Anat Hakak

Abstract

There is a growing awareness among organizations to the importance of information management and organization tools. Many researchers show the significant contribution of information management tools to the process of sharing and transmitting organizational information and to organizational efficiency and prosperity. This research compares information management and organization tools of a high-tech company to the ones existing in a start –up company, in order to learn about the information needs and processes in these two companies. In order to compare the two companies questionnaires were distributed to employees, managers in the two companies were interviewed and documents related to the creation or the purchasing of the two tools were reviewed. The results of this research point at two main conditions to the success of organizational information tools. The first condition is the awareness of the senior management to the important role of the tools and management's active involvement in enforcing procedures for overall use of the tools among the company's employees. According to the research, there is a correlation between the management's involvement and the awareness of the employees to the information tools and to their level of use. Another influencing factor on the success of information tools is budget. This factor is often an obstacle to start-up companies struggling to survive and succeed in a short period of time, with minimal investment in long run planning. The results of the research confirm the hypothesis that there is a larger number of information tools in the big high-tech company, compared to the start-up company and that the tools in the big company are more technologically advanced. A hypothesis which was refuted in the research is that start-up employees are more aware of the information tools in their company than the ones in the big high-tech company. The results show that startup companies have similar information needs to these of big companies. The

necessity to share information and to create proper organizational information transmission processes is essential to start-up companies, just as it is for other companies.

Another topic that was researched is a comparison of a learning organization elements that can be found in the two companies. A learning organization is defined in this research as an organization which encourages innovation and initiations by employees, invests in training and learning, updates and involves employees in decision making, learns from customers, share information and an organization in which there is a willingness to listen to employees and to receive their criticism. These elements were examined through employees questionnaires and interviews with managers in the two companies. The research hypothesis assuming that there are more elements of organizational learning in a big hightech company than in a start-up company was confirmed. In the start-up company that participated in the research, employees and managers faced a senior management which was not aware of the importance of investing gin employees and a constant will to improve, and which did not believe in organizational transparency. In order to learn whether a general rule can be performed, which examines the connection between elements of organizational learning and start-up companies' characteristics. The research of organizational learning elements, just as the research of information tools, demonstrates the implications of senior management's awareness and behavior on the implementation of organizational learning elements among the company's employees. Organizational learning and organizational culture begin with the state of mind of the organization's management. It is a key factor to the success of an organizational learning.

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