

Technology and Performance: Examining the Relationship in a Changing Business Landscape

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Abstract

This case study examines a company's experience with the technological transition to analyze the implications of evolving information technology on organizational effectiveness. The study focuses on V-Mart Retail Limited, a large retailer that has undergone several technological changes, including the implementation of a new POS system, the integration of mobile devices, and the introduction of an e-commerce platform. According to the report, these adjustments have significantly impacted the organization's performance, enhancing productivity, sales, customer satisfaction, and competitiveness. The case study underscores the importance of adapting to changes in technology to gain a competitive edge and satisfy changing customer demands.

Keywords: Performance, technology, transition, e-commerce, organisational behaviour

INTRODUCTION

Technology plays a crucial role in the ongoing changes to the commercial landscape. To be competitive and accomplish their goals, organizations need to adapt to advances in technology. This case study will look at one company's experience with technological transition to investigate the implications of changing information technology on organizational effectiveness [1].

CASE STUDY

Large retailer V-Mart Retail Limited has been around for more than 20 years. The business employs more than a thousand people and has several sites [2]. In recent years, the company has faced several technological changes, such as the adoption of new software programs and the incorporation of new hardware [3].

BACKGROUND

The background of this study is the increasing importance of technology in the business environment and how organizations must adjust to stay competitive and accomplish their goals. Technological advancements are continuously transforming the way organizations conduct their operations and interact with customers [4]. As a result, organizations must keep up with the latest technological changes to stay relevant and meet the evolving needs of customers. In order to shed light on the significance of adjusting to technological changes in the business environment, this case study concentrates on a company's experience with evolving information technology and its effects on organizational performance [5].

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TECHNOLOGICAL CHANGES

The case study focuses on three major technological changes that V-Mart Retail Limited

underwent in recent years, which had a significant impact on the organization's performance [6]. These adjustments include the introduction of an e-commerce platform, mobile device integration, and the use of a new point-of-sale (POS) system:

1. *Implementation of a new point-of-sale (POS) system:* V-Mart Retail Limited implemented a new cloud-based POS system that replaced its legacy system. The new system enabled real-time access to sales data across multiple locations and provided additional features such as inventory tracking, customer data management, and reporting [7].
2. *Integration of mobile devices:* V-Mart Retail Limited provided its employees with mobile devices such as tablets and smartphones to access the new POS system. The mobile devices enabled employees to access customer data and sales data in real-time, providing faster and more accurate service to customers [8].
3. *Introduction of an e-commerce platform:* Customers could buy things online thanks to an e-commerce platform that V-Mart Retail Limited launched. The platform was integrated with the company's inventory management system, enabling customers to access real-time information on product availability [9].

These technological advancements improved the company's competitiveness, efficiency, and sales while also enhancing the client experience. Employees were able to complete transactions more rapidly because of the new POS system and mobile devices, which also decreased client wait times. The e-commerce platform provided customers with greater convenience and accessibility, enabling them to make purchases at any time and from any location. Overall, the performance of the organization was significantly affected by the technology modifications made by V-Mart Retail Limited [10].

METHODOLOGY

1. *Research design:* The study used a mixed-methods approach, which combines quantitative and qualitative methods of data gathering and analysis.
2. *Sampling:* The study employed a convenience sampling technique to select a sample of participants from V-Mart Retail Limited employees and customers who have interacted with the new POS system, mobile devices, and e-commerce platform.
3. *Data collection:* The study used both primary and secondary data sources. surveys, observations and interviews will be conducted in order to get primary data. Secondary data will be obtained from the company's sales and customer data records.
4. *Data analysis:* Quantitative data collected through surveys and sales data. The content analysis method used to examine the qualitative information gathered through structured observations and interviews.
5. *Ethical considerations:* The confidentiality of participants will be protected by ethical considerations. and privacy are protected. Before enrolling participants in the study, they will provide their informed permission.
6. *Limitations:* The study's limitations may include the use of a convenience sampling method, which can prevent results from being generalized. Additionally, the study may face the challenge of obtaining accurate and reliable data from participants.
7. *Significance:* The research added to the body of knowledge on how information technology affects organizational performance. The results will provide light on how changing information technology affects organizational performance and the significance of adapting to new technologies in order to stay competitive and satisfy changing customer expectations.

EFFECTS ON ORGANIZATIONAL PERFORMANCE

The technological changes implemented by V-Mart Retail Limited had a significant impact on the organization's performance. Below are some of the effects observed:

1. *Improved efficiency:* The implementation of a new POS system and the integration of mobile devices led to improved efficiency in the organization's operations. The new system enabled real-

time access to sales data across multiple locations and provided additional features such as inventory tracking, customer data management, and reporting. The integration of mobile devices allowed employees to access customer data and sales data in real-time, providing faster and more accurate service to customers [11].

2. *Increased sales*: The introduction of an e-commerce platform allowed V-Mart Retail Limited to reach a wider audience and increase its sales. Customers could access real-time information on product availability and make purchases at any time and from any location. The company also used targeted advertising and promotions to attract new customers to its e-commerce platform [12].
3. *Improved customer experience*: The technological changes implemented by V-Mart Retail Limited resulted in an improved customer experience. Customers experienced shorter wait times and quicker, more accurate service because of the new POS system and integration of mobile devices. The e-commerce platform provided customers with greater convenience and accessibility, enabling them to make purchases at any time and from any location.
4. *Increased competitiveness*: V-Mart Retail Limited's technical innovations helped the company stay competitive in a market that was undergoing rapid change. While the new POS system and integration of mobile devices gave the company a competitive advantage in the brick-and-mortar retail space, the introduction of an e-commerce platform allowed the company to compete with other online retailers.

In summary, the technological changes implemented by V-Mart Retail Limited had a significant impact on the organization's performance, resulting in improved efficiency, increased sales, an improved customer experience, and increased competitiveness.

DISCUSSION

The V-Mart Retail Limited case study demonstrates the important influence that evolving information technology may have on organizational effectiveness. The implementation of a new POS system, integration of mobile devices, and introduction of an e-commerce platform had positive effects on the organization's performance, resulting in improved efficiency, increased sales, an improved customer experience, and increased competitiveness.

The need to adjust to technological developments in order to maintain competitiveness in a corporate environment that is rapidly changing was one of the study's important conclusions. The implementation of an e-commerce platform allowed V-Mart Retail Limited to reach a wider audience and increase its sales. The new POS system and integration of mobile devices provided the company with a competitive advantage in the brick-and-mortar retail space. This finding underscores the importance of companies keeping up with the latest technological changes to meet the evolving needs of customers and remain competitive.

Another important finding was the need for careful planning and implementation of technological changes. Companies must consider factors such as cost, implementation time, employee training, and customer acceptance when implementing new technology. Failure to plan and implement changes properly can lead to disruptions in operations and negative impacts on organizational performance. This finding highlights the importance of proper planning and implementation of technological changes to ensure that they have an advantageous influence on the performance of the organization.

One of the study's weaknesses is the convenience sampling method, which may limit how far the findings can be applied. Additionally, the study may face the challenge of obtaining accurate and reliable data from participants. These limitations suggest that future research should employ a more robust data gathering and sampling methods to produce more precise and generalizable outcomes.

Overall, the V-Mart Retail Limited case study offers insightful information about how information technology and organizational effectiveness are related. It highlights how technological changes may

significantly affect an organization's performance and emphasizes how crucial it is to adjust to technological changes in order to stay competitive and satisfy changing customer demands.

CONCLUSION

In conclusion, the V-Mart Retail Limited case study sheds light on how organizational performance is affected by evolving information technology. The implementation of a new POS system, the integration of mobile devices, and the performance of the organization were significantly impacted by the implementation of an e-commerce platform., resulting in improved efficiency, increased sales, an improved customer experience, and increased competitiveness.

The case study highlights the importance of adapting to changes in technology to maintain competition in a commercial climate that is changing quickly. Companies that do not adapt to the most recent technological advancements run the risk of slipping behind their rivals and losing clients.

The report also emphasizes the necessity of cautious technological transformation planning and implementation. Companies must consider factors such as cost, implementation time, employee training, and customer acceptance when implementing new technology. Operations may be disrupted, and organizational performance may suffer from improper planning and implementation of changes.

Overall, the V-Mart Retail Limited case study offers insightful information about how information technology and organizational effectiveness are related. It depicts how technological advancements may significantly affect an organization's performance and emphasizes the significance of adjusting to technological advancements in order to stay competitive and satisfy changing customer demands.

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