

Information technology in the business world: its advantages and disadvantages.

Communication technology is one of the most important facilities of information technology (IT) for the people around the world. It changed the human life by made it easier to communicate between each other also it make the world look like small village. People now communicate between each other's by different ways comparison to the past. As a result businesses also change and develop by using communication technology. The companies have many benefits and many barriers by using communication technology; the discussion will be limited to this area.

This essay will argue that information technology has advantages and disadvantages when used it in business. One of the advantages is that Internet can help companies to communicating effectively with clients. Also companies can use it to build a good relationship with their customers. Now most companies provide a website to market their goods and give more detailed about company's business. Moreover, Most companies now use a virtual communication to deal or exchange information. In the other hand, communication technologies have many disadvantages that breakdown the business. The First common disadvantage among in companies that employees using company computer for dubious purposes. Also, using internet in workplace for a long time could be affect body and brain health. In addition, employees mobile phones are not secure because of the digital criminal.

Internet helped companies to communicate effectively with their customers. It will help the companies to save their time and money while they finish their work online such as: online

business deals and advertise their products. Researches show that companies who use the internet develop faster than others. In addition, many clients use internet to read about companies products. According to Vallee (2002, p. 109): 'the whole world has access to your products, in proportion to the access people have individually to the internet'. The internet is very useful for companies and helps to them to communicate with their clients.

Internet can help companies to build a good relationship with their customers. It can be by sending email to advertise the new products so the customer will find that company interested on him/her and this will strengthen the interaction between them. Most of the customers preferred to deal with that companies give him/her an attention. Kleindl (2002, p.15) explain that 'Businesses must learn to gain customers trust.' Thus, it can be concluded that companies can make a good relationship with customers by using internet.

Due to the evolution of Information Technology, most companies design a website to displaying company information and products. They have encouraged customers to visit their website to find information about the new products and know the general idea about the company work. Also most of this website provides section that the customer can buy the company products so the customer will save the time by order the products from his place. According to Vallee (1999, p. 74): 'the websites of most large businesses merely offer general information and job ads, with little else. On the whole, design a website for the company can be very useful to the work.

Now days most of the big international companies found that virtual communications are very useful. They can use it to hold a virtual conference between companies in different countries at any time and any day. Most companies find it helpful because it saves their money and time. For example: the companies who want to discuss a business deal should asset time and place to meet but with a virtual communication there is no need to all of these.

Hurwitz (2009) consider that ‘The reality is you can get away with a lot more in person than you can in a virtual meeting. In an in-person meeting there is enough going on and enough possibilities of interaction that it works’. Therefore, virtual conference becomes more useful for companies and businesses.

The uncontrolled Usage of computers in work places has many disadvantages that impede the progress of work. Many employees use companies’ computers for dubious purposes. Also they may surf the internet during office hours. Therefore, the employees may not perform the work required of them in limited time. Caplan (2006, p. 64) explains that ‘cyber loafing and personal web use may inhibit productivity’. To summarise, the use of computer in the work place sometimes leads to a downturn in employee performance.

Using internet in workplace for a long time could affect the worker health. It is a common problem among companies that employees use the internet for a long time. Many of them suffer from different health problem and neurological problems that caused by internet such as: posture and tension, difficulty in breathing, problem in blood circulation and eye health. In addition, if the employees exposure this problem he/she will reduce the level of work (Mcdowell 2001). According to Mcdowell (2001): ‘Those of us who sit at computer screens for long periods every day are already in danger of unsettling our health if this sort of activity is not balanced by a whole lot of contrasting activity. An addict is one who will concentrate their mind and body around one sort of activity to the exclusion of almost all others.’ In all, employees who sitting in front of the computer screen for a long time could affect their health.

Unsecure mobile phone has become a common problem for employees by digital criminals. They target the employees’ mobile phone by using new and develop programs. These programs can break the mobile phone security to steal the important information and tampering with the contents of the phone. Moreover, they can send the data to their

computers or to other mobile phone. According to Dibben (2009, p. 27): 'If they responded, the criminals could then access phone users personal data and send it elsewhere.' Thus, it can be concluded that hackers attack the workers mobile phones by new software to take the important information.

In conclusion, the essay has argued that information technology has brought advantages and disadvantages to communication in business. Companies can communicate effectively with their customers by internet. In addition, Companies now try to have a good relationship with their customers by using internet. What is more, companies now design a website to attractions people and provide a products in it. As well as that, virtual communication is one of the important things in the business area. On the other hand, using information technology in business has disadvantages that imbed the work. For instance, employees use the company computers for personal interests in the official working hours. Moreover, using internet for a long time in the work could affect health problems. Thus, mobile phone could attack by professional criminals.

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