

**USING INFORMATION TECHNOLOGY (IT) AS A
COMMUNICATION TOOL IN ORGANIZATION**

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ABSTRACT

The emergence of the Internet is the fastest compared to other media in the history. It took radio 30 years to reach 60 million people and 15 years for television. In less than 4 years, Internet has expanded from basic communication and tool to a medium for interactive market for products, services and ideas reaching more than 90 million people all around the world. Due to the fast growing tool and in today's world environment, there is no arguing about the contributions of Information Technology (IT) towards the organization's efficiency, effectiveness and competitiveness. IT is becoming a strategic resource to improve productivity, growth and competitive advantage. It has become the main tool in an organization and the focus of good communication between the management to the staff and between an organization and another. Many organizations use IT as the communication tool as a mean to monitor and control the activities and to motivate managers to act in a way that consistent with the organization's plan. In monitoring this project, two method of planning approach has been selected. The two methods are balance scorecard and logic model which these two are widely use in the organizations. The paper is focusing on the literature study which is picturing the usage and importance of IT as a communication tool in organizations.

Keywords: Information Technology, communication tool.

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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

In an organization, most of the work that the people do requires some degree of active cooperation and communication with others. The communication does not only involve routine clerical work, but it also involves creative work like scientific research or engineering development. Indeed, in some scientific fields, over 65% of publications are jointly authored (Over, 1982) and most research projects, regardless of authorship, require support staffs of clerks, research assistants or technicians.

Individual members of groups need to communicate with each other to accomplish their production and social functions and within organizations, groups too need to communicate with each other. The communication methods that they use are both formal and informal. This project paper focuses on the use of Information Technology (IT) as a tool of communication in an organization.

When we talk about IT as a communication tool, what we need is internet. In less than 4 years, the internet has expanded and has reached over 90 million people all around the world. Internet application can be seen as an alternative channel for conveying corporate information, which combined quality and cost reduction in reporting company activities with additional benefits to target audience. Hence,