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Management information system

April 2, 2023

Lesson 7

Senior executives other than the CIO view the lack of malleability and flexibility that IT departments may have negatively, as it can impede progress and limit the capabilities of the business. This is especially true when the IT department is unable to adapt quickly to the changing business environment and to the new technologies, systems, and products that are necessary to stay competitive. This can also lead to a decreased sense of value in the IT department, as its role is perceived as more of a hindrance than an asset.

The perception of IT departments as rigid and inflexible can be improved by demonstrating the value of the IT department in proactively responding to the changing need of the business. This includes actively responding to the changing business environment, anticipating future trends, and proactively preparing for them. One more thing is to IT departments can demonstrates their value by building a culture of collaboration and partnership between the IT department and other departments throughout the business. When all departments are involved in the decision-making process, it will allow IT resolutions be addressed towards realizing the unique objectives of the business. It can be done by having the IT departments focus on developing a comprehensive understanding of the business. This includes understanding

the business goals, objectives, strategies, and operations (Dairo et al.,2021). When IT departments understand the business, they are better able to anticipate the needs of the business and develop solutions that are tailored to those needs. Additionally, IT departments should endeavor to recognize the industry and the market as it will help ensure that IT solutions are designed to meet the needs of the current market, as well as anticipate the needs of future demands.

To improve the perception of the IT department, developing a culture of innovation is essential. This requires IT departments to be constantly looking for ways to enhance the business rather than simply responding to the needs of the business. This can be accomplished by encouraging the development of new technologies, systems, and products and by encouraging the exploration of new ideas and approaches. IT departments should strive to create a culture of trust and collaboration. This includes developing and maintaining relationships with other departments throughout the business, as well as with vendors and customers. When IT departments work together with other departments, it helps ensure that IT intentions are matched to fit the organizational needs. One more thing is that when IT departments can establish trusting relationships with their customers, it can help to improve the perception of the IT department, as customers will view the IT department as a trusted partner.

Improving the perception of the IT department requires IT departments to demonstrate their value to the business, develop a comprehensive understanding of the business and industry, focus on innovation, and create a culture of trust and collaboration. When IT departments can do these things, they will be able to improve the perception of the IT department and demonstrate their value to the business.

References.

Dairo, M., Adekola, J., Apostolopoulos, C., & Tsaramirsis, G. (2021). Benchmarking strategic alignment of business and IT strategies: opportunities, risks, challenges, and solutions. *International journal of information technology: an official journal of Bharati Vidyapeeth's Institute of Computer Applications and Management*, 13(6), 2191–2197. <https://doi.org/10.1007/s41870-021-00815-7>