

VOLUME 10 NUMBER 3 Aug 2018

**ISSN 2076-9202 (Print)
ISSN 2218-046X (Online)**

International Journal of Information, Business and Management



ELITE HALL PUBLISHING HOUSE

ABOUT JOURNAL

The International Journal of Information, Business and Management (IJIBM) was first published in 2009, and is published 4 issues per year. IJIBM is indexed and abstracted in **EBSCO, ROAD, OALib, Ulrich's Periodicals Directory, ProQuest (ABI/INFORM Global) , ZORA (Zurich Open Repository and Archive), IndexCopernicus, JournalSeek, New Jour, getCITED, Directory of Research Journals Indexing, Open J-Gate, Universal Impact Factor, CiteFactor, ResearchBib, EBSCO Open Access Journals, Scientific Indexing Service, InnoSpace - SJIF Scientific Journal Impact Factor, The Index of Information Systems Journals, National Central Library Taiwan, National Library of Australia , National Science Library (Chinese Academy of Sciences), German National Library of Economics, Eurasian Scientific Journal Index, INTERNATIONAL INSTITUTE OF ORGANIZED RESEARCH (I2OR), Stanford University (USA), The University of New South Wales (Australia)**. Since 2013, the IJIBM has been included into the EBSCO (Business Source Corporate Plus database), one of the largest full-text databases around the world. Since 2013, the IJIBM has been included into the ProQuest (ABI/INFORM Global) list. Since 2014, the IJIBM has been included into the National Science Library (Chinese Academy of Sciences) one of the top databases in China.

IJIBM is an international journal that brings together research papers on all aspects of Information, Business and Management in all areas. The journal focuses on research that stems from academic and industrial need and can guide the activities of managers, consultants, software developers and researchers. It publishes accessible articles on research and industrial applications, new techniques and development trends.

IJIBM serves the academic and professional purposes for those such as scientists, professionals, educators, social workers and managers. It provides new methodology, techniques, models and practical applications in various areas.

CONTENTS

- 1 PUBLISHER, EDITOR IN CHIEF, MANAGING EDITOR AND EDITORIAL BOARD**
- 2 ATTRIBUTES OF 'DIFFUSION OF INNOVATIONS' OF BUSINESS PRODUCTS (REVIEW PAPER)**
MUHAMMAD TARIQ KHAN, NASEER AHMED KHAN
- 3 BUILDING LINKAGE BETWEEN FDI AND EXPORTS OF MACEDONIAN PRODUCTS**
TATJANA BOSHKOV
- 4 THE NEED FOR FINTECH COMPANIES AS NON-BANK FINANCING ALTERNATIVES FOR SME IN DEVELOPING ECONOMIES**
ZORAN TEMELKOV, MARIJA GOGOVA SAMONIKOV
- 5 ECONOMIC AND POLITICAL IMPLICATIONS OF CREDIT EUROIZATION: THE CASE OF MACEDONIA**
TATJANA BOSHKOV
- 6 INFLUENCE OF 'ISLAMIC PRINCIPLES' ON 'HUMAN RESOURCE MANAGEMENT'**
MUHAMMAD TARIQ KHAN, NASEER AHMED KHAN
- 7 USING THOMAS-KILMANN INSTRUMENT TO EVALUATE THE MODES/METHODS OF CONFLICT RESOLUTION IN PAKISTAN'S INSURANCE COMPANIES**
KAMIL HUSSAIN, KHALID ZAMAN
- 8 FACTORS AFFECTING MAINTENANCE OF HOSPITAL BUILDINGS: A LITERATURE REVIEW**
DANA JANDALI, RATEB J SWEIS, AFNAN R ALAWNEH
- 9 PROFIT AND PRACTICE: ONLINE SHOPPING CENTERS**
TOSIN P. ADEWUMI
- 10 FINANCIAL CRISIS AND BALKAN PERSPECTIVES ON THE EU**
TATJANA BOSHKOV, DIMITAR KOVACEVSKI, ZORAN TEMELKOV
- 11 LEADER-MEMBER EXCHANGE AND JOB PERFORMANCE: THE MEDIATING ROLE OF DELEGATION IN HEALTH SERVICES SECTOR**
SAHIBZADA AHMAD MUNEEB BUGVI, IHSAN-UL-HAQ WAFI
- 12 OWNERSHIP AND MANAGEMENT STRUCTURE: COMPANY VALUE IN INDONESIA**
ZULKIFLI ABDULLAH, RATIH KUSUMASTUTI
- 13 EFFECT OF TRANSPORTATION INFRASTRUCTURE ON PAKISTAN'S ECONOMIC GROWTH: THE GMM APPROACH**
SHERAZ AHMED CHOUDHARY, BASERAT SULTANA
- 14 NON LINEAR ANALYSIS OF CASH CONVERSION CYCLE AND PROFITABILITY: AN**

EMPIRICAL EVIDENCE FROM PAKISTAN

MEHWISH NASEER, ABDUL WAHEED

15 BUILDING COMPANIES PROFIT: SIS AND STRATEGIC MANAGEMENT PERSPECTIVES

TATJANA BOSHKOV, MARIJA MAGDINCEVA-SHOPOVA

16 CORPORATE SOCIAL RESPONSIBILITY (CSR) AND FIRM PERFORMANCE: IMPACT OF INTERNAL AND EXTERNAL CSR ON FINANCIAL PERFORMANCE

HABARAGODA B.S

17 MEASURING EMPLOYEES' EMPOWERMENT AT HIGHER EDUCATION INSTITUTIONS

JULIJANA ANGELOVSKA, ŞERMIN ŞENTURAN, DALIBORKA BLAZESKA

18 RESEARCH ON THE TEACHING QUALITY STRUCTURE OF SINO FOREIGN JOINT UNIVERSITY AND ITS INSPIRATION—A SURVEY FROM XJTLU UNIVERSITY

CAI LI, HE DI, MUHAMMAD OVAIS ARSHAD, TU WEN JUAN

19 SKEW CORRECTION IN BRAILLE RECOGNITION SYSTEMS

TOMADER J. BANI-ATA, RAWAN I. ZAGHLOUL

20 THE CONTRIBUTION OF BEHAVIORAL FINANCE IN THE DECISION OF THE MICROCREDIT GRANTING: EMPIRICAL APPLICATION TO THE TUNISIAN AMC CASE

ZOUHAYER MIGHRI, BEL HADJ TAREK, HANÈNE KHEIREDDINE, ANIS JARBOUI

21 THE IMPLEMENTATION OF CULINARY SEARCH ENGINE BY USING WEB AND MOBILE-BASED GLOBAL POSITIONING SYSTEM (GPS) TECHNOLOGY AS THE SUPPORT SYSTEM OF CULINARY TOURISM DEVELOPMENT AT MARGONDA RAYA STREET, DEPOK CITY

ACHMAD SARWANDIANTO, BERTHA MEYKE WATY HUTAJULU, AHMAD HUSEIN

22 THE IMPACT OF PUBLIC SPENDING ON AGRICULTURAL GROWTH IN PAKISTAN (1972 - 2015)

SHER ALI, ABID ALI, ZIA UR RAHMAN

23 AN ANALYSIS OF INFLOW OF TOURISTS AND FOREIGN EXCHANGE EARNING OF INDIA

S.SENTHIL KUMAR, M.R. AJMAL KHAN

Publisher: Elite Hall Publishing House

Editor in Chief:

Dr. Muzaffar Ahmed (Bangladesh)
E-mail: muzaahme1@gmail.com

Managing Editor:

Dr. Jia Chi Tsou
Associate Professor, Department of Business Administration
China University of Technology, Taiwan
E-mail: tsou.tw@yahoo.com.tw

Editorial Board:

Dr. Claudio De Stefano
Professor, Department of Computer Science
University of Cassino, Italy.
E-mail: destefano@unicas.it

Prof. Paolo Pietro Biancone
Professor of Financial Accounting, Faculty of Management
and Economics
University of Turin, Italy
Email: biancone@econ.unito.it

Dr. Michael A. Hignite, Ph.D.
Professor, Department of Computer Information Systems,
College of Business
Missouri State University, USA
Email: mikehignite@missouristateuniversity.com

Dr. Seema Varshney
Assistant Professor, Waljat college of applied sciences
Muscat, Oman
E-mail: smvarster@gmail.com

Dr. Morteza Rasti Barzoki
Assistant Professor, Department of Industrial Engineering
Isfahan University of Technology, Iran
E-mail: rasti@cc.iut.ac.ir

Mr. Mohsen Fathollah Bayati
Department of Industrial Engineering
Iran University of Science and Technology, Iran
E-mail: mbayati@ind.iut.ac.ir

Dr. Edgardo Palza Vargas
Telfer School of Management
University of Ottawa, Canada
Email: edgardo.palza-vargas.1@ens.etsmtl.ca

Dr. Solomon Markos
Assistant Professor, School of Commerce
Addis Ababa University, Ethiopia
Email: solomonmarkos5@yahoo.com

Dr. Olu Ojo
Lecturer, Department of Business Administration
Osun State University, Nigeria
Email: oluoioe@yahoo.com

Dr. Mohammed-Aminu Sanda
Visiting Research Fellow, Lulea University of Technology,
Sweden
Senior Lecturer, Department of Organization and Human
Resource Management, University of Ghana, Ghana
Email: masanda@ug.edu.gh

Dr. Khalid Zaman
Assistant Professor, Department of Management Sciences
COMSATS Institute of Information Technology, Pakistan
Email: khalidzaman@ciit.net.pk

Dr. Kartinah Ayupp
Deputy Dean, Economics and Business
Universiti Malaysia Sarawak, Malaysia
Email: akartinah@feb.unimas.my

Dr. Malyadri. Pacha
Principal, Government Degree College
Affiliated to Osmania University, India
Email: drpm16@yahoo.co.in

Dr. Arif Anjum
Assistant Professor, M.S.G. Arts, Science & Commerce
College, Malegaon, India
Managing Editor, International Journal of Management
Studies
Email: infoijcms@gmail.com

Mr. Andrew McCalister
Global Research Awardee, Royal Academy of Engineering,
University of Cambridge, UK
Email: andrewmccalister@gmail.com

Dr. Mohsin Shaikh
Professor & Head, Department of Management Studies
SKN College of Engineering, Pune, India
Email: skmohs@yahoo.co.in

Dr. M. Razaullah Khan
Associate Professor, Department of Commerce &
Management Science
Maulana Azad College, Aurangabad, India
Email: drkazakhan@sify.com

Mr. Kai Pan
Research Assistant & Ph.D. Candidate, Department of
Software and Information Systems
University of North Carolina (UNC Charlotte), USA
Email: kpan@uncc.edu

Dr. Sundar Kumararaj
Associate Professor, Commerce Wing, Directorate of
Distance Education,
Annamalai University, Annamalai Nagar, Tamil Nadu, India
E-Mail: commercesundar@gmail.com

Dr. Mohammad Alawin
Associate Professor, Business Economics Department
The University of Jordan, Amman, Jordan
E-mail: m.alawin@ju.edu.jo

Mr. Dinh Tran Ngoc Huy
Visiting lecturer, PhD candidate, Banking University HCMC,
Vietnam
Email: dtnhuy2010@gmail.com

Dr. Cüneyt AKAR
Associate Professor, Department of Business Administration
Bandirma Onyedi Eylül University, Turkey
Email: cakarr@bandirma.edu.tr

Web: <http://ijibm.elitehall.com>

ISSN 2076-9202 (Print)

ISSN 2218-046X (Online)

BUILDING COMPANIES PROFIT: SIS AND STRATEGIC MANAGEMENT PERSPECTIVES

Tatjana Boshkov, PhD¹
Marija Magdinceva-Shopova, PhD¹

Abstract

Business leaders are under pressure from stakeholders to comply with their demands while maintaining the organization's competitiveness in increasingly complex markets. So, leaders are striving to continuously formulate strategies with management elements that will help them deliver more value to their customers and stakeholders. Strategic thinking is important to guide for examining all markets which are relevant to the core business of interest. Also, information system is an essential component of a firm's strategy used in a global market.

Overall, the paper examine that strategic information systems planning process is still one of the key business activities where organizations will have to improve in order to be able to effectively participate on global market of the era of e-business. Successful business means good strategic management in the company. Competitive strategic management means implementation of integrated management model which enable company to determinate its objectives, purposes, or goals, produces the principal policies and plans for achieving those goals, as defines the range of business the company is pursue and positively affects business performance. This is previous aim for companies in making good decisions in accessing finance.

Key words: strategic management, business, strategic information systems, market.

1. Introduction

Strategic management is a relatively new scientific discipline, whose goal is to enable the company to work in the modern business environment and the everyday changes that businesses face, both from outside and from the inside. The main goal of strategic management is to equip the company to new operating conditions dictated by market and technical and technological changes, seize opportunities in terms of profit and avoid the threats from uncontrolled factors. Strategic management is actually a kind of special long-term organizational planning, in the direction of achieving long-term positive results, with which the organization will achieve a better competitive position in the future. The main goal of strategic management is making quality decisions, which will mean achieving profitability. These decisions are made by strategic managers and the very process of their adoption is very complex, because modern business operations are characterized by turbulent surroundings, and the quality of the decisions taken are

¹ University Professors at Faculty of Tourism and Business Logistics, Goce Delcev University – Shtip, Macedonia. Email: tatjana.boskov@ugd.edu.mk; tatjana.boshkov@gmail.com; marija.magdinceva@ugd.edu.mk.

benefits and barriers to the use of ICT in different categories of companies, households, individuals and the public sector.

In order to determine the availability and manner of using certain information and communication technologies, the State Statistical Office, since 2005, carries out the following statistical surveys according to the type of users:

- Use of information and communication technologies in business entities from the non-financial and financial sector (annual survey);
- Use of information and communication technologies in households and individuals (annual survey);
- Use of information and communication technologies in the public sector (two-year research).

6. Conclusion

Strategic management is a continuous process that monitors and controls the business and industries in which the company operates, monitors competition, and sets out strategies and goals to identify all existing and potential competitors, and then reviews the strategy on a regular basis to determine how it is implemented and whether it is successful or it is necessary to replace it. Strategic management provides a broader perspective for its employees in the company so they can better understand their working position in terms of organizational of the plan and how it is connected with all members of the company. The main goal of strategic management is to equip the company to new operating conditions dictated by the market and technical and technological changes, seize opportunities in terms of profit and avoid the threats from uncontrolled factors.

The development and penetration of information and communication technologies in all sectors of society has a major impact on the economic and social changes in it. Global communications, e-commerce and the Internet bring a lot of benefits, even greater development, economic expansion and democracy in the developed world. The functioning of the organization and management processes in it has become completely unthinkable without the existence of adequate data, information and knowledge. Thus, these components become equally important resources for the organization as well as raw materials, energy, labor, finance and the like. The data are recorded, prepared, stored, organized and stored in the database of the information system. He provides the organization with information and knowledge for conducting business operations and solving business problems.

Strategic information systems are the basic mechanism through which the company provides a high degree of coordination between its sectors. By using them, a platform for exchange of information related to the business environment, ie with the partners, as well as within the company itself, is provided. The implementation of strategic information systems is a financially large investment step and the benefits that it offers is crucial for the success of the company. Therefore, each company should create and implement its own SIS depending on its size, type and scope of operation, while also exploring and analyzing all critical success factors and eliminating deficiencies in the direction of developing and using an appropriate SIS that will achieves positive business results.

Reference

Bower, M. The Will to manage Corporate Success Through, McGraw-Hill, New York

Buble, M. "Osnove menadžmenta" nakladništvo, Zagreb, 2006

F. Robert Jacobs, Nicholas J. Aquilano Richard B. Chase. 2004. *Operations Management for Competitive Advantage*. McGraw Hill.

John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan. 2011. *International Business*. Pearson; Custom edition.

John R. Schermerhorn, Robert F. Hartley. 1996. *Management*. John Wiley & Sons Inc; 5th edition.

Kroenke, David (2015). *MIS Essentials* (Fourth ed.). Boston: Pearson

Macintosh, A. (1995) Position Paper on Knowledge Management, Artificial Intelligence Applications Institute, University of Edinburgh

Mašić, B., Babic, L. Đorđević – Boljanović, J, Dobrijević, G., Veselinović, S. (2010) *Menadžment: principi, koncepti i procesi*, Univerzitet Singidunum,

Michael M.A. Heath, R. Dwayne Ireland, Robert Hoskinson. 2014. *Strategic Management - Competitiveness and Globalization*. Cengage Learning Australia.

Nag, R.; Hambrick, D. C.; Chen, M.-J (2007). "What is strategic management, really? Inductive derivation of a consensus definition of the field". *Strategic Management Journal* 28 (9): 935–955

Peppard, J., J. Ward, and E. Daniel. 2007. "Managing the Realization of Business Benefits from IT Investments," *MIS Quarterly Executive*, 6(1), 1-11.

Samuel C. Certo and J. Paul Peter, *Strategic Management: Concepts and Applications* McGraw-Hill, 1991, 14

Schumpeter, Joseph A. *Business Cycles*. New York, McGraw Hill, 1939, Davila, Tony, Marc J. Epstein and Robert Shelton. *Making Innovation Work - How to Manage It, Measure It, and Profit from It*. Wharton School Publishing, 2006