An Editorial

Empowering Business and Corporate Sector Using Advanced ICT and Computing

Technology is very important in helping the business houses, and organizations. In the last two decades different technologies, specially Computing and Information Technology play a leading role in enhancing business and organizational growth. Initially the computerization, financial calculations was considered as important and gradually other technologies also play a potential role in designing, developing and enhancing small and medium enterprises. The role of internet is also important in contributing the economy and helps in day to day business operations, process, and other business activities. Technology is integrated with the tangible and intangible benefits in the small organizations, business and enterprises. Furthermore newer technologies have boosted the security of the confidential information and making business houses faster, efficient and modern. Information Technology is the combination of different sub systems and components which are helpful in information related activities ranging from collection, selection, organization, processing, management and dissemination. In this process various technologies play leading role such as database technologies, networking technologies, web technologies, multimedia technologies and traditional software technologies. In addition to these, emerging technologies play leading role in small and medium enterprises and business setups. There are many ways and benefits in enhancing ICT in the Business and Small, and medium enterprises and among these important are—

The applications of the IT and Computing leads the ability in proper communication client effectively. In a small organization contacting with the clients considered as important and valuable and it is also helpful in better sale, productivity and to reach out the targets. Today small companies are also having websites and this is suitable in developing growth of the organizations, and institutions. Furthermore using ICT an organization can reach large population more quickly and conveniently. Ultimately these are responsible in public image building and simply attracting more customers. The trust of the company also may be increased using ICT and Computing. Feedback on their services or products using ICT can be availed smoothly and it may be helpful in further business promotion.

In the areas of marketing and small business technology particularly Computing play a leading role. Today internet marketing play a valuable role in marketing the products, services to the service seekers,

and customers. Small and medium organizations are today putting importance on the advertising on search engines, to online product sales. Furthermore in the activities like Email marketing too ICT considered as timely and required due to its effective and low cost method to reach large number of public. Additionally in this context newsletter, coupons or business updates are treated as useful. Mobile marketing is another way in reaching people; and in this context messaging, advertising to the customers considered as valuable.

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