

Results on the Relationship between the Decision Making the Media and the Management Of ICT in Industrial Sector SMES

William Eduardo Mosquera Laverde
Department of Business Administration
Colombia University Cooperative
Bogotá, Colombia

Abstract

The exploratory study on the management of ICTs in making decisions of SMEs that one of the factors that affect the permanence of SMEs in the market is due to the lack of efficient application of methods of internal and external communication , because the decision makers and business operations employ very little ICT has implemented within the same , as it does not make rational use of their software packages , unless additional services are provided by operators Internet , in addition to this simple example it was determined that not having the administrative preparations have little organizational behavior management , with respect to the formal and informal communication with his senior staff specifically related to nonviolent communication , what previous impact on managerial decision making strongly , in this article, a reflection with the aim of analyzing managerial weaknesses in the management of communications and tics in SMEs , possible correct steps to implement and strategies developed to address existing FTAs in descriptive qualitative study of how SMEs face technological developments , then the advantages of being communicatively efficient through the development and implementation of operational measures and computer , it showed some management tools are be taken to improve productivity in Colombia.

Keywords

Formal communication, Tics, Efficiency, SMEs productivity.

Biography

William Eduardo Mosquera Laverde is a full-time professor in the business administration program at the Faculty of Administrative Sciences of the Universidad Cooperativa de Colombia. Mr. Mosquera is a chemical engineer at the National University of Colombia, a specialist in distance education at the Open University and distance national UNAD, master (in progress) in Environmental Management from the University of the Andes and a Master in Management and technology audits and Environmental Engineering at the Universidad Iberoamericana International of Costa Rica. He is an independent consultant in the line of industrial coatings processors. He has developed research projects on efficiency in SMEs in Bogotá from the perspective of organizational communication, implementation of management systems with support from the UNAD.