Influence Of Top Management Supports On Enterprise Informationization Performance In Guangdong Province, China

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Abstract

The findings from this study found that 1) top management support can significantly affect an enterprise's informatization strategy, but there are significant differences in the degree of impact on different factors, 2) top management support the use of informatization strategies to influence Informationization performance, 3) the impact of informatization strategies on Informationization performance is less than the impact of top management support on them.

Keywords: Informationization Performance, Informationization Strategy, Top Management Support

1. INTRODUCTION

1.1. Background of Study

In China, informatization has become a hot spot for governments and enterprises. The state and the government have introduced a number of policies to promote the improvement of the level of enterprise information. For the efforts of enterprises to promote informationization, the main tasks of the enterprise are: hardware construction, software development, training and use of talents, and creation of an information atmosphere.

Top management support is the "power source" for enterprise information transformation. Informatization has a profound impact on the operation of enterprises. Therefore, informatization construction necessarily involves people at all levels of decision-making, management, and executive levels within the enterprise. Among them, senior managers of enterprises are particularly critical to the success of information construction.

Informatization construction is a top-down process of change, and top management support is the main driving force for change. Senior managers share the information vision with corporate members, lead the information transformation and supervise the implementation of various policies, provide the resource guarantees needed for informatization construction, and build a suitable corporate culture, so that corporate members can receive information more quickly. What we can say that technology to promote the progress of enterprise information.

1.2. Statement of the Problem

China's domestic researches on the relationship between top management support and information construction are relatively lagging. Informatization projects show a high failure rate. Executives support more of the work content that affects the strategic level of enterprise information. In China, the level of enterprise informatization lags behind that of developed countries [32], and the implementation of information systems is even less optimistic [5].

Since 2000, domestic scholars have gradually paid attention to the role of high-level support in the construction of information technology. there are currently less than 20 papers in the core journals. 2

doctoral dissertations, indicated that the research of this subject in China is still in its infancy, and there is a need for further research. Therefore, the researcher aims to study more on roles of informationization in China.

1.3. Research Questions

Since this study aims to investigate the roles of informatization in relations to the enterprise performance and tries to investigate the influence of the enterprise top management supports on the performance of enterprise informatization, the researcher develop the research questions to seek the in-depth information about the issues as stated below:

The following problems need to be solved:

1) What is the influence of top management supports on enterprise Informationization performance?

2) What is the relationship between top management support and informatization strategy?

3) What is the influence of informatization strategy on Informationization performance?

4) What is the role of informatization strategy between top management support and Informationization performance?

1.4. Research Objectives

1)   To study the influence of top management support on Informationization performance.

2)   To study the relationship between top management and informatization strategy.

3)   To study the impact of informatization strategy on Informationization performance.

4)   To explore the role of informatization reform between top management support and Informationization performance.

1.5. Research Conceptual Framework

The researcher of this current research develops the conceptual framework from literature review of books, text books, and journal articles based on [18] Jarvenppa & Ives (1991), [20] Kearns (2006), [7] Dong (2003) & [28] Ye Xuhong (2006), [25,26] Raghunathan Apigian &Raghunathan et al. (2004).
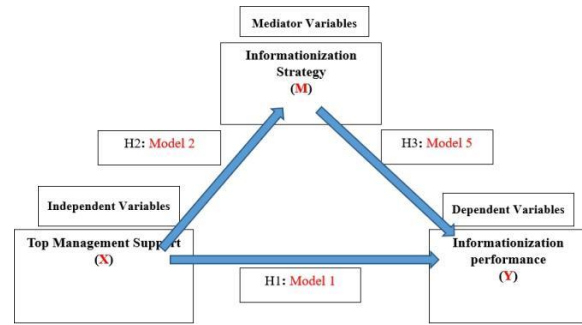
Figure 1 Conceptual Framework

Source: Researcher developed from [18] Jarvenppa & Ives (1991), [20] Kearns (2006), [7] Dong (2003) & [28] Ye Xuhong (2006), [25,26] Raghunathan Apigian &Raghunathan et al. (2004)

1.6. Research Hypothesis

H1 Top Management Support has a significant influence on enterprise Informationization Performance.

H2 Top Management Support has a significant influence on the enterprise Informatization Strategy.

H3 Informatization strategy has a significant on Informationization performance.

H4 Informatization Strategy plays a mediating role between Top Management Support and Information Performance.

1.7. Significance of Study

Theoritical: From the perspective of organizational behavior, explored the formation mechanism of informationization performance in the Chinese context. practical: The research can help enterprises to build a sound information system and climate. Improve the information level of Chinese enterprises.

2. METHODOLOGY

2.1. Introduction

The purpose of this research was to study the influence of top management support on enterprise informatization in Guang Dong Province, China. The author used mix method research mainly based on quantitative research, combined with qualitative analysis using semi-constructed survey questionnaire to collect quantitative data and in-depth interviews was used to collect the qualitative data from samples. This research used content analysis to analyze qualitative data, and employed descriptive and inferential statistics to analyze quantitative data and to test the hypothesis.
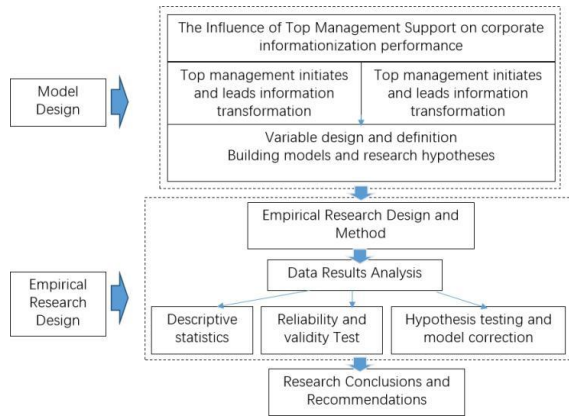
2.2. Research Design

Figure 2 Research Design Process

Source: Designed by the author

2.3. Population and Simple Size

Population in this study are all enterprises (including listed and not listed) in Guangdong province, which located in south region of China.

There is no official statistics on the number of enterprises (including listed and not listed) in Guangdong Province. Therefore, this study used the infinite number sampling method of W.G. Cochran (1977). $n = P(1 - P)Z2 / E2 = 384$ (Fixed number)

Snowball sampling was used in this study. The distribution of enterprises are concentrated. Technical managers have their own relationships and social circles.

3. EXPECTED FINDINGS AND DISCUSSION

3.1. Introduction

This chapter examines the relationship between variables in the theoretical model by regression analysis to verify whether the hypothesis is true. Firstly, it analyzes the impact of top management support on the informatization strategy, and then analyzes whether the informatization strategy can significantly affect the Informationization performance, and on this basis verifies the intermediary role of the informatization strategy between top management support and Informationization performance. Whether the information strategy that triggers and leads the enterprise acts on information performance.

3.2. Hypothesis Test Result

TABLE 1 SUMMARY OF HYPOTHESIS TEST RESULTS

	Research Hypothesis	Check Result

Independent Variable	H1 Top management support has a significant influence on enterprise Informationization performance.	Accepted. ($F_{(1,418)}=4608.606, P=0.000** <0.01$)
	H2 Top management support has a significant influence on the enterprise informatization strategy.	Accepted. ($F_{(1,418)}=7159.553, P=0.000** <0.01$)
Mediator variables	H3 informatization strategy has a significant on Informationization performance	Accepted. ($F_{(1,418)}=4726.836, P=0.000** <0.01$)
	H4 Informatization strategy plays a mediating role between top management support level and information performance	Accepted. ($F_{(2,417)}=2805.998, P=0.000** <0.01$)

4. CONCLUSION AND RECOMMENDATION

4.1. Introduction

This chapter mainly includes three parts: Firstly, it summarizes the main research conclusions of four points. Secondly, based on the data and conclusions of empirical analysis, it proposes the management enlightenment of informatization practice for domestic enterprises and the feasible suggestions for improving the informationization performance. Finally, the limitations of the research are analyzed, and the future research directions are put forward. It is expected to provide reference for the theory and practice of enterprise informationization.
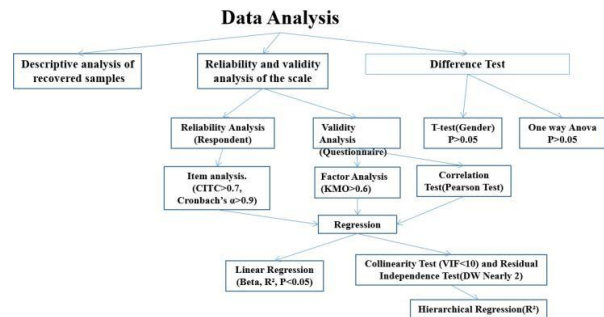

Figure 3 Research Design Process

Source: Designed by the author

4.2. Summary of Finding

Conclusion one: Answered H1, H2 and Object 1, 2

Top Management Support can significantly affect enterprise's informatization strategy, but there are significant differences in the degree of impact on different factors.

Conclusion two: Model 2 has less impact on Model 5

The impact of informatization strategies on Informationization performance is less than the impact of top management support on them.

Conclusion three: Answered H3, H4 and Object 3, 4

Top management support uses informatization strategies to influence Informationization performance. That is to say, informatization strategies play a Mediating Role between top management support levels and Informationization performance.

4.3. Implication and Recommendations

Suggestion one: The state and the government should reduce direct intervention in enterprise informationization decision-making.

Suggestion two: Adopting effective actions to improve the level of senior management support.

Suggestion three: Adjusting the informationization strategy and management system to meet the information needs.

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