



CHALLENGES OF THE DIGITAL AGE: An MIS Analysis Framework: The Case Study of a Retail Store Chain

Dr. Atieno Ndede Amadi PhD

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This is a case study of a local Supermarket chain from a Management Information Systems (MIS) perspective. The author makes use of the case of a local business to take the reader through the real life experiences and challenges of managing a company in today's complex and competitive business environment that is empowered by information technology and information systems. Using a tested model, the Work-Centred Analysis (WCA) framework, the author is able to demonstrate elegantly just how intertwined the different parts of a business really are. Specifically, she is able to show that throughout the journey of satisfying its customers, a business has to pay attention not only to the products and services delivered to the customer, but also to the business processes used to delivery the products and services, to the participants that facilitate and add value to those products and services, to the information that facilitate their delivery, but also to the technologies that make dissemination of the information and facilitation of business processes possible, in addition to scanning the environment for further value addition. This book has, in a very effortless but comprehensive way, managed to combine theory and practice in a manner that educates the reader in two dimensions, the concepts underlying MIS and the relevance and application of those concepts to a real life business. The target audience for the book are practicing managers and MBA students.

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