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Survey the impact of information technology on corporate responsibility

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Abstract

One of the most important facts of today's world is information technology. In fact, today information is considered as the most important corporate resources. Information is the secret to success in today's competitive world. One of the most significant aspects in organizations is the effort for information management. In fact, information management systems are developed in companies for better and more efficient utilization of information. Information technology and its utilization can affect different aspects of organizations. One of these aspects is social responsibility that can guarantee the organization's survival for it represents the organization. In this study, it has been tried to examine the influence of information technology utilization on social responsibility sing structural equation modeling approach. In order to achieve this goal, the information related to 137 companies has been used and to analyze the results, SPSS and LISREL software have been used.

Keywords: information technology, social responsibility, moral qualities, structural equation modeling

Introduction

Excellent organizations as responsive companies, in order to be transparent and respond to their interested parties for their performance, should state their social responsibility commitments through their values. They should make sure that these commitments flow all over the company. As a result, social responsibility has bilateral aspects for them so that the organization will benefit from a more ethical and coherent moral approach and also the society and interested parties will have a better opinion about the organization's performance and strength points (Gupta, 2016).

Company's social responsibility offers the approaches that companies operate in their business environment and are responsive the society's expectations and their business, legal, ethical and social expectations. While the companies have big responsibilities toward their employees, stakeholders, customers, government, benefactors and all interested parties in social, economic, environmental fields. It is undoubtedly clear that if the society's individuals, groups, organizations and institutions consider themselves responsible for different issues, events, and crises and take measures in overcoming the mentioned crises to the extent of their responsibilities, number of problems will be reduced and a healthy and peaceful society will be created. In other words, the way that an organization performs, will definitely affect the society. Therefore, organizations should perform in a way that is acceptable by the society and is in line with its values. The organizations who fail to do so will not be successful in the field of action (Gupta, 2016).

In other words, organizations in order to be able to maintain or improve their position in society in a way that leads to their survival and success, should pay appropriate amount attention to their social responsibility. Therefore, organization's social obligation is the essential factor of their survival. Considering that all organizations have some connections to the society, social responsibility has turned into an inevitable factor. Since this issue is an unknown territory for many organizations, they are not necessarily well-equipped for dealing with future challenges. Social responsibility includes lots of fundamental principles that are expected from organizations to accept and reflect in their actions. The mentioned principles, among other things, include respect to human rights, fair treatment of workforce, customers and benefactors, being good citizens for communities in which they operate and protecting the environment. These principles not only have desirable and acceptable goals from moral perspective but also ensure a lot of key factors that in long term result in survival capability; because they benefit from organization activities and principles. On the other hand, the role of the managers is vital in this process. The managers with financial reports show their commitment to social responsibility through their values (Gupta, 2016).

One of the most important phenomena in today's organizations is information technology. This factor can affect different