The Meaning and Role of Management Information System in the Telecom Companies in Sindh Province

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Abstract
Information management system is one of the important toolsin any organization, whose organization aims are to provide reliable, complete, accessible, and timely information for system users. MIS helped automate tasks. With the help of automation organization have the benefits of time saving, financial resources, reduce number of employees, and strengthen administrative workflow. In addition, they help increase organization production, efficiency, increase customer satisfaction, and work efficiency. In telecommunications companies, MIS generally enables the gathering, processing of work flow and information storage; with the general purpose of making such an information is available on request as compulsory for customers.Telecommunications businesses cannot operate without MIS, as the increasing ratio of customersin these companies exceeds one million, so it is difficult to save their data using the manual method (using files). The aim of this research is to synthesize MIS concepts and clarify the role of management information systems (MIS) in Sindh telecom companies by compiling them from literature and interviews with some of Sindh's telecom operators.
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Introduction
There are many organizations in Pakistan that use MIS such as banking and broadcastings companies, government departments and Educational sectors. The use of MIS is necessary for any organization to promote working procedures, increase efficiency and productivity, and improve overall performance. In addition, the importance of MIS is derived from the system's benefits such as providing timely and useful information, improving labor productivity, saving costs, providing information without delays and errors, and improving job management.

For telecommunications companies, telecommunications companies use different types of management information systems, such as marketing information systems, accounting information systems, human resources information systems, customer relationship management systems. The most commonly used management information systems at Hyderabad Telecom are human resources systems and client systems. Human resources system includes personal information such as salary, attendance and so on. At the same time, the customer's management system contains all customer-related information. The reason for choosing telecom companies is because these companies rely heavily on management information systems and cannot work without it.

The MIS changed the physical format of the offices to accommodate local networks and integrated management systems. It is also a formal procedure to provide management at all levels and in all posts with appropriate information from all relevant sources to enable them to take timely and effective decisions to plan, direct, evaluate and monitor the activities for which they are responsible.

One of the key tasks facing management in virtually every area of Endeavor is planning carefully so that the quantity and quality of the information obtained is sufficient to meet their needs. (Munirat et al, 2014).

The role of MIS is to manage, organize, and retrieve data Information that helps the organization to provide services faster, the market more accurate and easy, which also affects the level of performance (AL-Gharaibeh & Malkawi, 2013).

The IT revolution has largely changed the nature of business and created competitive advantages for those who appreciate its effects. The impact of the emergence of information technology in the form and essence of information, accounting is not excluded. The emergence of e-commerce has made it possible to make huge cross-border transactions. Therefore, this development requires the company to change its accounting systems to ensure that the outputs of the accounting systems can be prepared in a timely manner. Therefore, the need for real-time and real-time processing systems will naturally arise (Noor et al, 2003).

The aim of study is to find out the uses and organizational performance in the context of meaning and role of management information system in telecommunication organization services like Mobilink, Ufone, Warid, Zong and PTCL.

Literature Review

The study was conducted in the Federal Capital Region, Abuja, North Central Nigeria, using a questionnaire and interview for data collection. The study said that the use of ISs was encouraged by technological breakthroughs. In the telecommunications organization information is access is very fast such as the Internet, globalization that has created an unlimited global market, the strong growth of the information economy, and the rise of competitive digital companies. All these factors transformed ISs from data processing systems into decision support systems and became the foundation for a new business environment (Munirat et al, 2014).

Identify the impact of MIS on Performance of Governmental Organizations, Jordanian Ministry of Planning - case study, sample consists of 77 employees in the ministry, the study found that there is no impact of hardware and software equipment on Performance of government organizations, there is a significant impact of networks, individuals and procedures, And the MIS as a whole on the performance of government organizations. in the end The researchers recommended that the ministry constantly update its management information systems, involve staff in building systems, and Then train on order (AL-Gharaibeh & Malkawi (2013).

Demonstrate the impact of MIS training on AG performance Peshawar staff (kpk), especially this paper focusing on the basic knowledge of the SAP system (system Product application), and the performance of staff is measured with the help of SAP. The data has were collected through primary and secondary data, and the questionnaire was drawn Scheduling is offered through graphs. The result indicated that the SAP program further enhances the process Quickly from manual operation by, requires only login and verification by authorized users To address each record, the recommendations and conclusions form the last part of this paper (Muhammad & Asfandyar , 2012).

In this study role of the senior management team in the relationship between management Information systems and strategic performance. The study using the data collected from the 92 senior management team, Analyzes how different sets of teams interact with an advanced management information system, and How this interaction affects strategic performance, which focuses on reducing costs and flexibility. The The study found the impact of MIS on strategic performance (focusing on flexibility) is Is subject to diversity management in the senior management team (Naranjo, 2009).

Objectives of the Study:
- To explore the concept of MIS and organizational performance.
- To study the MIS relationship with organizational performance.

Hypotheses:
- Ho: There is no statistical significant relationship between management information system and organizational

Research Methodology

The research method is defined as research techniques such as data collection, data analysis, and evaluation of the accuracy of search results. A descriptive research design was approved for the study. They represent primary and secondary data.

1. Data collection
Primary data were collected form employees of private telecommunication through the structured questionnaire. Secondary data also collected from the telecommunication company's websites, Brushers of bank, research journals and books.

2. Sampling Size
In the sampling selection convenient sample techniques was used for data collection. In the study researcher selected from whole population 150 samples from the telecommunication companies of Hyderabad Region.

3. Instatement
Questionnaire was used as an instrument for data collection from the customers.

4. Analysis Tool

SPSS and MS Excel was used for Data analysis in this research

Data Analysis and Discussion

1. Demographic Information

Table 1: Demographic variable

Demographic variables	No of Respondents	Percentage
Sex		
Male	61	41
Female	89	59
Age		
Below 25 Years	23	15.3
25 to 35 years	36	24
36 to 45 years	34	22.7
Above 45 years	57	38
Educational Level		
Post Graduate	25	16.66
Bachelor	54	36.0
Diploma	30	20.0
Intermediate	41	27.33

Out of the 150 respondents surveyed 61 (41%) were males and 89 (59%) were females. 23 (15.3%) were in the below 25 year group while 36 (24%) belonged to the 25 to 35 year group. A 34 (22.7%) were categorized in the 36 to 45 year group and 57 (38%) respondents fall under the above 46 year group.

A total of 62 respondents were married which showed a (41%) and the unmarried 88 respondents accounted for 59%.

The literacy level speaks the full facts a) HSC level -25 (16.66%), b) Graduates -54 (36%), c) post- graduate level and d) Professional level41 (27.33%).

1. Descriptive Statistics

In this section of research study five Likert scale was sued for data collection 1 to 5. Strongly disagree to strongly agree. Mean and standard deviation was calculated of collected data of respondents which was calculated in SPSS.

1. Management Information System uses

Table: 1 Management Information System Uses

		Mean	Std. Dev.
1.	I use Managerial programme in my work	4.6563	.85628
2.	We use internet in Managerial works	3.4479	.98269
3.	Our company depend on Managerial information system	4.2604	1.16298
4.	Our customer buying the company product by using website	3.8646	.88994
	Total	4.0573	.91729
5.	Managerial Information System is more security	3.9375	.83114
6.	Managerial Information System devices than traditional system	3.2292	.92314
7.	Using Managerial information system devices in company more safe for account information	4.2917	1.31323
8.	Managerial mistakes is less under Managerial information system devices	3.2917	1.04546
	Total	3.6875	.96450
9.	Company can adjusting Managerial information system any time on databases	3.4479	1.23859
10.	Company can develop Managerial information system databases	4.5833	.74927
11.	Managerial information system is completely for Managerial operations	4.2188	.54682
12.	Upgrade Managerial information system don't need to change the current system	3.5833	.98051
	Total	3.9583	.81246

In above table it shows that there is a positive attitude of respondents towards using the MIS because the resulted means is greater than standard mean. In this table are employees who are using software for management of information. All means separately are 4.05, 3.68 and 3.95 positive attitudes.

2. Organizational Performance

Table: 2 Organizational Performances

	Mean	Std. Dev.
13. Employees can use Managerial information system easy to increase organizational performance	3.6875	.79885
14. Employees can control the features of Managerial information system easy in order to increase organizational performance	4.6667	.47388
15. Mistakes is under control in Managerial information system can increase organizational performance by feedback	4.7500	.75394
16. Managerial information system suitable for our company	4.4688	1.06577
Total	4.3932	.66367

Above Table: 2 shows the mean and standard deviations related to organizational performance regarding usage of MIS in the Telecommunication Organizations. There is positive relation of organizational performance of Management information system. The overall mean of performance is 4.39 which show positive relations.

Conclusion

- The results of the study reveal that employees in Pakistani telecommunications companies have positive attitudes towards the use of software in the different work areas of telecommunication companies.
- Employees have the positive attitude regarding the devices usage.
- In the study Hypothesis was rejected due to the "there is no significance relationship between MIS and organization performance in the telecommunication companies".
- A good Managerial information system is carefully planned and designed, installed, managed and improved in order to meet changing demands.
- The development of Managerial information systems includes five basic phases: planning, analysis, design, implementation, and support. Companies should mach between Managerial information system and organizational performance.

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