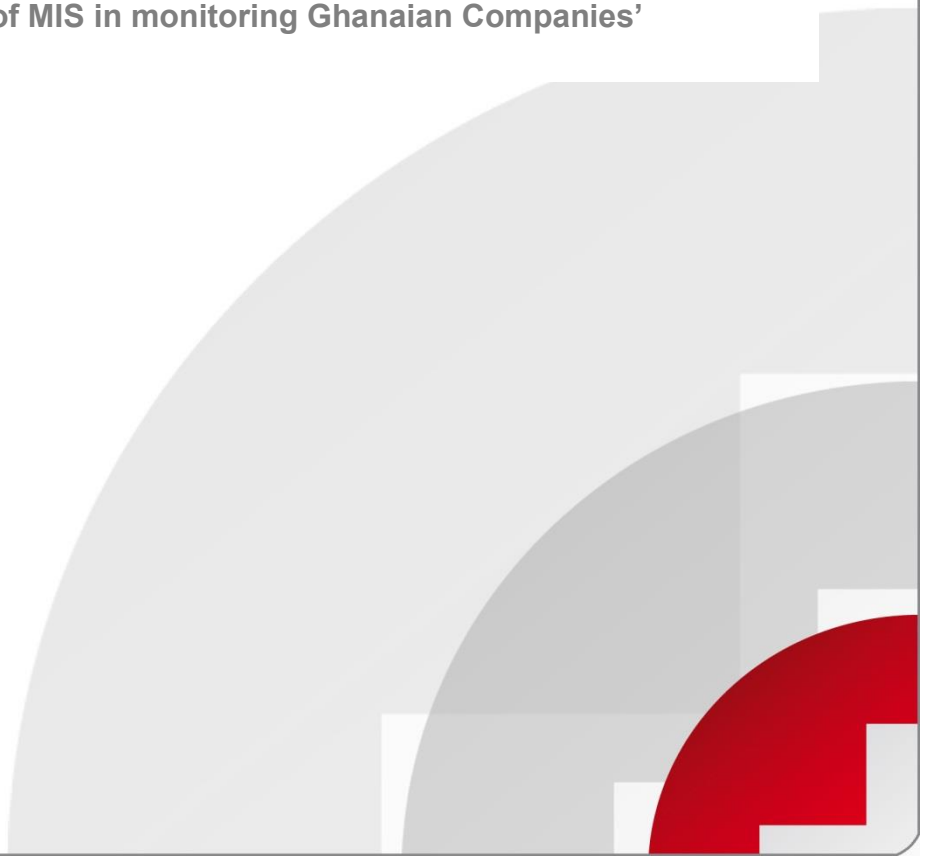


Francis Kwadade-Cudjoe

Sustaining Corporate Growth:

Exploring the role of MIS in monitoring Ghanaian Companies' Performance



Abstract

Businesses are normally set-up by entrepreneurs with the intention of expansion / growth to adding value to discover other related markets, be more competitive, and also sustainable. Growth then, is a pre-requisite for survival of businesses. Nevertheless, the global economic crisis and constantly shifting organizational demands have necessitated keeping accurate information to enable entrepreneurs monitor their businesses effectively, and increase operational efficiency for competitive advantage. Managers strongly need some entrepreneurial ideals for improvements, and entrepreneurs similarly need some managerial perspectives. Creativity is not enough for business success, so routine management functions must be carried out efficiently for businesses to last longer. Unfortunately, most businesses lack these functions which have resulted in the attrition rate of start-ups becoming notoriously high. This study is to explore the role of organizational Management Information Systems (MIS) for monitoring corporate performance and sustaining growth. MIS generally becomes operative and useful when it involves the activities of people, technology and the organization utilizing the MIS. Through these relationships, organizations are able to use information systems at the various levels of operation to collect, store and process data generated from these levels into information for effective management of the organization. The proposed model was tested on organizations in Ghana. The results indicate that organizational MIS can become one of the important resources required by management for the efficient / effective reporting and managing of organizations, as it appears potentially reliable to sustain organizations and reduce the high attrition rate of start-ups.