



**Cambridge**  
**International**

**Professional Research Thesis**

**Titled**

**The role of information systems in evaluating  
company performance.**

**Researcher**

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# SUMMARY

*Information systems are considered essential elements in the contemporary economic environment, playing a pivotal role in facilitating strategic and administrative decision-making within institutions and companies. With the increasing volume of data and the use of modern technology, information systems have become more sophisticated and diverse, making them an integral part of modern business structure, especially regarding performance evaluation. Therefore, the fundamental question posed by this thesis is: What is the role of information systems in improving and developing methods for evaluating company performance?*

*The importance of this topic lies in the fact that performance evaluation is a vital process in companies and organizations, as it helps measure the extent to which the strategic and operational objectives of the institution are achieved, and identifies its strengths and weaknesses. With the technological development the world is witnessing today, information systems have become an essential tool for providing the accurate and comprehensive data that companies need to evaluate their performance efficiently. Their ability to collect and analyze data quickly and effectively allows companies to make informed and well-studied decisions regarding improving their operations, identifying new opportunities, and determining factors affecting performance, whether internal or external.*

*Information systems are a network of tools and techniques that manage, store, and distribute data and information at all levels of the organization. These systems may include information technology, software, databases, networks, and analytical tools. By using these systems, managers can access vital information in a timely manner about operational*

*performance, contributing to improved productivity and efficiency, reduced costs, and increased competitiveness. Modern information systems can provide accurate and supportive insights through techniques such as advanced analytics, artificial intelligence, and mathematical modeling, helping to provide a comprehensive and objective assessment of company performance.*

*As for performance evaluation, it is not limited to using traditional financial indicators such as revenues and profits only, but also includes non-financial indicators that focus on different aspects of institutional activity, such as customer satisfaction, innovation, product quality, and operational efficiency. Here, the role of information systems is highlighted in providing the necessary tools to collect and analyze these multiple indicators, helping to form an accurate and realistic picture of the company's situation, and ultimately leading to improved overall performance of the institution.*

*Through this thesis, the impact of information systems on tools and methods for evaluating company performance will be studied, focusing on the different dimensions of this impact. We will examine how information systems are designed to provide accurate analysis, define appropriate performance criteria, and how these systems interact with decision-making processes at various organizational levels. The challenges that companies may face in effectively integrating information systems into performance evaluation processes will also be addressed, and how to overcome these challenges to achieve maximum benefit.*

## The study Problem.

*Technological changes are accelerating in our modern era, imposing on companies the necessity to adapt to a changing work environment and the intense competition witnessed in markets. In this context, the role of information systems has become more important than ever in supporting decision-making processes within institutions and improving the overall performance of companies. Numerous studies have proven that information systems play a pivotal role in providing the accurate and comprehensive data that companies need to effectively evaluate their performance and achieve competitive advantage. However, many companies still face significant challenges in fully benefiting from the capabilities of these systems to improve and evaluate their performance.*

*The question of how to use information systems in the performance evaluation process is one of the issues that has not received sufficient research and study, despite its strategic importance at the level of companies and institutions. In reality, performance evaluation in many companies is often limited to traditional financial indicators such as profits and returns, without taking advantage of the advanced analytical capabilities provided by modern information systems. Additionally, the introduction of these systems and their integration with performance evaluation strategies still poses a real challenge in many institutions that lack adequate technical infrastructure or personnel trained to use them effectively.*

*This problem is exacerbated when we consider that performance evaluation does not stop at financial aspects only, but extends to include non-financial indicators such as innovation, customer satisfaction, and*

*internal operational efficiency, all of which can only be measured effectively through advanced information systems. Therefore, the biggest challenge remains in how to design and use these systems in line with the needs of institutions and in a way that contributes to improving company performance in its various aspects. Another problem arises from the lack of clarity on the optimal methods for integrating information systems into performance evaluation processes, as the methods of using these systems differ from one institution to another according to their specific nature, whether industrial, service-oriented, or even governmental.*

*This variation in methods and differences in applications raises several questions about the extent of the impact of information systems on the accuracy and effectiveness of performance evaluation in companies, and how institutions can overcome obstacles that may prevent optimal investment in these systems. In addition, there is a need for a deeper understanding of how information systems affect the improvement of strategic decisions in companies, and how to utilize these systems in measuring comprehensive performance that includes all aspects of institutional work. Hence, this study seeks to fill the existing research gap in this field by analyzing the role of information systems in performance evaluation and providing practical solutions that help companies adapt to the challenges of the digital age and achieve outstanding and sustainable performance.*

## The importance of studying:

*This study holds great importance in light of the accelerating changes occurring in today's business world, where reliance on technology and digital information is increasing across various aspects of institutional work. In this context, information systems are considered vital and indispensable tools enabling companies to improve and evaluate their performance accurately and effectively. The ability to collect and analyze big data intelligently to improve decision-making has become a critical factor in enhancing competitiveness and achieving sustainable success. From this perspective, this study highlights the role of information systems in improving the performance evaluation process within companies, representing an important scientific and practical contribution, especially given the ongoing challenges in this field.*

*First, this study is necessary because it provides a comprehensive understanding of how to use information systems to analyze data beyond traditional financial indicators, extending to non-financial aspects that affect company success, such as customer satisfaction, operational efficiency, and innovation. In many companies, performance evaluation tools are limited to purely financial results, such as returns and profits, while neglecting many other indicators that significantly contribute to defining the comprehensive performance profile of the company. Hence, the importance of this study emerges in demonstrating how to integrate information systems to analyze multiple criteria that contribute to forming an accurate picture of the company's status across various domains.*

*Second, this study reflects paramount importance in providing practical and realistic solutions to the challenges companies face in integrating*

*information systems with traditional performance evaluation methods. Companies often struggle to use these systems in an integrated manner, leading to data dispersion and failure to maximize available technical capabilities. Through researching this issue, an integrated model can be presented to help companies more effectively utilize information systems in improving evaluation processes and decision-making, resulting in tangible gains at both strategic and operational levels.*

*Third, the study gains importance given today's companies' increasing need for the ability to make strategic decisions based on accurate and updated data. In an era that relies on speed and accuracy in decision-making, information systems can provide necessary information in a timely manner to enable managers to make informed decisions that support growth and expansion strategies. By improving companies' ability to evaluate performance using these systems, competitive advantage can be enhanced and institutional excellence achieved that responds to rapid market changes.*

*Finally, this study contributes to enriching research literature in the field of business administration and information systems by providing an in-depth analysis of the relationship between information technology and company performance. Despite the increasing use of information systems across various sectors, in-depth studies addressing the role of these systems in performance evaluation remain limited, making this study an important step toward a deeper understanding of this topic.*

*Therefore, the significance of this study is embodied in providing scientific and practical solutions that support companies in improving their ability to adapt to current and future challenges, thus helping to enhance their*

*ability to achieve outstanding performance in the contemporary business world characterized by complexity and continuous change.*

## Objectives of the study:

- *Analyze the role of information systems in improving corporate performance evaluation methods.*
- *Explore how information systems affect the collection and analysis of data related to corporate performance.*
- *Study how companies benefit from information systems in evaluating both financial and non-financial performance.*
- *Analyze the challenges companies face in implementing information systems for performance evaluation.*
- *Explore the opportunities provided by information systems to improve institutional performance and increase competitive advantage.*
- *Evaluate the relationship between information technology and the efficiency of the performance evaluation process within companies.*

## Study hypotheses and questions.

### ***Study Hypotheses:***

- *There is a positive relationship between the use of advanced information systems and the effectiveness of corporate performance evaluation, where their use contributes to improving the accuracy and transparency of performance evaluation.*
- *The use of information systems can contribute to improving the ability to collect and analyze financial and non-financial data more effectively, leading to a comprehensive evaluation of corporate performance.*
- *Improving the use of information systems in performance evaluation enhances the competitive capacity of companies and contributes to improving strategic decision-making.*

### ***Research Questions:***

- *What is the role of information systems in improving corporate performance evaluation methods?*
- *How do information systems contribute to collecting and analyzing diverse data related to financial and non-financial performance of companies?*
- *What opportunities do information systems provide to improve institutional performance and enhance competitive advantage?*
- *How can effective information systems be designed to improve the strategic decision-making process based on performance evaluation?*

## Study Approach.

*The analytical descriptive methodology was used to investigate "the role of information systems in evaluating corporate performance."*

**The limits of the study:**

**Spatial boundaries: The Arab world**

**Time limits:2024-2008**

## **Study plan.**

The study plan will be organized into several chapters, sections, topics, and a conclusion as follows.

### **Chapter One: Theoretical Framework and Scientific Concepts**

#### **Section One: The Nature of Information Systems**

- First: Definition of Management Information Systems and Their Characteristics
- Second: Benefits of Management Information Systems and Factors Affecting Their Development
- Third: Types of Information Systems

#### **Section Two: The Life Cycle and Development of Information Systems**

- First: Information Systems Life Cycle
- Second: Components of Information Systems
- Third: Functions of Information Systems

### **Chapter Two: Applications of Information Systems in Companies**

#### **Section One: The Role of Information Systems in Performance Analysis and Decision-Making**

- First: The Concept of Performance Analysis and Decision-Making
- Second: How Information Systems Contribute to Performance Analysis
- Third: How Information Systems Contribute to Administrative Decision-Making

## **Section Two: Applications of Information Systems in Performance Analysis**

- First: Performance Analysis Models Using Information Systems
- Second: Practical Examples of Performance Analysis Using Systems
- Third: Advantages and Disadvantages of Performance Analysis Applications

## **Section Three: Applications of Information Systems in Administrative Decision-Making**

- First: Administrative Decision-Making Models with Information Systems
- Second: Examples of Administrative Decisions Using Systems
- Third: Advantages and Disadvantages of Administrative Decision-Making Applications

## **Chapter Three: The Impact of Information Systems on Performance Evaluation in Companies**

### **Section One: The Role of Information Systems in Improving Financial Performance Evaluation**

- First: The Role of Information Systems in Analyzing Financial Data
- Second: Using Information Systems to Improve Financial Performance Reports
- Third: The Impact of Information Systems on Strategic Financial Decisions

## **Section Two: The Role of Information Systems in Improving Non-Financial Performance Evaluation**

- First: The Role of Information Systems in Measuring Non-Financial Performance
- Second: Applications of Information Systems in Evaluating Internal Operations
- Third: The Impact of Information Systems on Decision-Making Related to Non-Financial Aspects

## Conclusion.

*In concluding this study, which examined the role of information systems in improving and evaluating financial and non-financial performance within companies, we find that information systems have become the cornerstone in enhancing companies' ability to make informed strategic decisions, both at the level of financial performance and non-financial aspects. The study has demonstrated that modern information systems provide integrated tools and resources that enable institutions to collect and analyze data accurately, allowing for more efficient and effective performance. These systems also provide a comprehensive vision that goes beyond traditional financial assessments to include areas such as innovation, customer satisfaction, operational efficiency, and sustainability.*

*The study showed the importance of companies being fully aware of various information system applications and how to use them to analyze financial and non-financial data. These systems can improve the ability to identify new opportunities, reduce risks, enhance customer experience, as well as promote innovation. Moreover, information systems contribute to increasing the competitive capacity of companies by facilitating decision-making processes at multiple levels within the organization.*

*This study also embodies the pivotal role that information systems play in supporting the sustainability of companies in competitive markets, enabling them to adapt to continuous changes in the surrounding environment. Research has shown that reliance on these systems contributes to making decisions based on accurate data, helping to maintain sustainable and profitable performance at the same time.*

*In conclusion, this study indicates that optimal utilization of information systems requires integration between various internal parts of the institution and the strategic use of these systems to support organizational goals. Therefore, companies should invest in developing and enhancing information systems to be more capable of facing future challenges and achieving sustainable success in the changing business world.*

## Results:

- *The study revealed that information systems enable companies to collect data accurately and reliably, enhancing managers' ability to make precise strategic decisions in areas such as financial performance, customer satisfaction, innovation, and operational efficiency. These systems enable access to vital information in real-time, enhancing companies' ability to respond quickly and effectively to changes in the business environment.*
- *The study showed that financial information systems such as Enterprise Resource Planning (ERP) systems lead to significant improvement in companies' ability to evaluate their financial performance accurately, including tracking revenues and expenses, and analyzing profitability. These systems have helped improve financial control and reduce risks associated with poorly studied financial decisions.*
- *The study found that information system applications contribute to improving financial data analysis in more advanced ways, such as using predictive analytics and artificial intelligence techniques, enhancing companies' ability to identify future financial opportunities and make decisions based on in-depth data analysis.*
- *The study demonstrated that Customer Relationship Management (CRM) systems play an important role in enhancing customer interaction and collecting data related to their experiences, enabling companies to improve service quality and raise satisfaction levels. The study also showed that these systems contribute to improving the innovation process by analyzing market response to new*

*products and providing strategic insights for developing products and services.*

- *The study confirmed that information systems contribute significantly to improving performance in non-financial aspects such as innovation, environmental and social practices, as well as operational efficiency. These systems can accurately measure internal operations performance, facilitating strategic decisions aimed at improving these aspects.*
- *The study indicated that information systems help enable companies to improve their performance in sustainability and social responsibility by tracking the impact of operations on the environment and society. These systems also assist in making decisions based on accurate data that support achieving environmental and social goals, enhancing companies' reputation and contributing to their long-term sustainability.*
- *The results confirmed that information systems contribute to reducing operational costs by improving internal processes, such as reducing waste, saving time, and improving inventory management. These systems also contribute to improving operational efficiency through accurate data analysis that enables identifying inefficient processes and taking measures to improve them.*
- *The study also showed that information systems support predictive decisions through advanced analysis techniques such as artificial intelligence and big data analysis. These techniques help companies predict future challenges, such as raw material shortages or market fluctuations, allowing them to take proactive measures to avoid risks.*

- *The study revealed that information systems represent an important bridge between financial performance and non-financial aspects within the organization, enabling companies to obtain a comprehensive vision that helps balance financial and non-financial goals. This integration enhances companies' ability to make strategic decisions that support sustainable growth and achieve comprehensive goals.*

*In conclusion, these findings confirm the increasing importance of information systems in supporting and improving decision-making processes within companies, whether in financial or non-financial aspects. The study also clarifies that these systems contribute to enhancing efficiency, improving performance, and supporting sustainability, contributing to achieving sustainable success for institutions in a competitive business environment.*

## Recommendations:

- *Companies should continue investing in developing and enhancing advanced information systems, such as Enterprise Resource Planning (ERP) systems, Customer Relationship Management (CRM) systems, and Predictive Analytics systems. These systems provide advanced analytical tools that support decision-making at both financial and non-financial levels. Therefore, companies should allocate sufficient budgets to ensure these systems are updated and keep pace with continuous technological developments.*
- *Companies should leverage the power of Big Data analytics to identify hidden patterns and future trends in their internal operations, and analyze customer reactions to products and services. This analysis can help improve innovation levels and achieve operational efficiency, thus the use of Big Data analytics tools should be enhanced across all departments of the organization.*
- *The study recommends utilizing artificial intelligence techniques to improve the effectiveness of information systems. Artificial intelligence can contribute to improving predictions related to financial and non-financial performance, such as predicting changes in customer behavior and analyzing future market trends, enhancing*

*companies' ability to make strategic decisions based on accurate and reliable data.*

- *Companies should pay special attention to training their employees on how to effectively use advanced information systems. Continuous training of employees on using these systems is essential to improving the company's ability to fully utilize data, as well as enhancing operational efficiency and innovation. Training should also include how to interpret and analyze financial and non-financial data in a way that contributes to making informed decisions.*
- *The study recommends enhancing integration between different company departments through using integrated information systems that contribute to seamless data exchange. Integration between sales, marketing, human resources, production, and accounting departments is among the factors that help improve the overall performance of the organization. Information systems should be invested in to facilitate this integration, enhancing the company's ability to make comprehensive strategic decisions.*
- *Given the importance of non-financial aspects such as customer satisfaction, sustainability, and innovation, the study recommends that companies develop accurate measures to measure these aspects using information systems. These measures should include Key Performance*

*Indicators (KPIs) that are used periodically to evaluate the effectiveness of internal operations in improving customer satisfaction, enhancing environmental and social practices, and achieving sustainable innovation.*

- *The study recommends companies use information systems to analyze and evaluate risks associated with non-financial aspects, such as risks of failure in innovation or the impact of environmental changes on institutional performance. Advanced analysis techniques should be used to identify and evaluate these risks early and make proactive decisions to reduce their negative impacts.*
- *The study recommends companies encourage continuous innovation in how information systems are used to support their strategies. Companies can develop new tools within information systems that help analyze data faster and more accurately, enabling them to interact more quickly with changes in the business environment. Organizations should remain flexible in adopting the latest technological tools that help them maintain their competitiveness.*
- *Given the increasing role of environmental and social dimensions in corporate strategies, the study recommends that companies implement specialized information systems to measure and improve performance in these areas. Using information systems helps improve the*

*sustainability of institutional performance by tracking emissions, analyzing resource consumption, and evaluating social practices, contributing to enhancing corporate reputation and supporting long-term strategies.*

- *The study recommends that companies periodically review the role of information systems in decision-making to evaluate their effectiveness in supporting financial and non-financial aspects. These systems should be continuously modified and developed to meet the changing needs of the organization and ensure maximum benefit from them.*

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