

PROSPECTIVES
INFORMATION SOCIETY:
OPTIMIZING MANAGEMENT STRATEGIES

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ABSTRACT. This paper presents the author's view of the *Information Society*, emphasizing the significance of optimized management strategies.

Virtual organizations are taking shape and expanding in all different aspects of our societies. Operating virtually, organizations are no longer limited by geographic borders. e-Commerce and e-Business enable companies operate globally on limited physical resources. They no longer have to expand physical resources to expand business. e-Learning enables universities operate virtually, turning the entire globe to a common classroom. e-Governments can now serve citizens on a 24-hour basis. This is how virtual societies are taking shape, making it possible to get the answer for any question, anywhere, anytime, provided that such an answer does exist. In other words, if the information we need does exist, it is available, anywhere, anytime. We are indeed living in *information age*, where all different human societies are shaping up based on *information* and *knowledge*. Currently developing islands of information societies here and there are going to evolve, as the information age unfolds, into one *Global Information Society*.

Traditional management strategies will not work for this society. Information society demands an optimal management strategy, blending technical efficiency with sensitivity to organizational and human needs. This optimal management strategy is based on the so-called *Sociotechnical Approach*, which is the central topic of my focus in this paper. After some introductory definitions, the paper outlines some of the basic characteristics of information society, presents a discussion of the sociotechnical approach, the sociotechnical design process leading to optimal management strategy, and concludes with some final remarks.

Key words: Information Society, Optimal Management, Sociotechnical Approach, Virtual Organization, Virtual Enterprise.