**Role of IT in International Business**

#### 1. E-Commerce:

The Internet and the access gained to the World Wide Web have revolutionized international marketing practices. Firms ranging from a few employees to large multinationals have realized the potential of marketing globally online and so have developed the facility to buy and sell their products and services online to the world.

Because of the low entry costs of the Internet it has permitted firms with low capital resources to become global marketers, in some cases overnight. There are, therefore, quite significant implications for SMEs. For all companies, the implications of being able to market goods and services online have been far reaching.

The Internet has led to an explosion of information to consumers, giving them the potential to source products from the cheapest supplier in the world. This had led to the increasing standardization of prices across borders or, atleast, to the narrowing of price differentials as consumers become more aware of prices in different countries and buy a whole range of products via the net.

## 2. Decision Making

Speed and accuracy are at the heart of making right decision for your business. Every successful organisation has to go through a comprehensive market research process which enables management to make the right decision.  Market research can be done in many ways through online surveys, forums, blogs, group discussions using World Wide Web and of course through in-person interviews as well. Currently Big data, Google Analytics and Microsoft CRM Dynamics are also great tools to extract useful information which can impact on decision making.

## 3. Marketing and Business Growth

The heart of the business success lies in its marketing which enables the management to identify its target audience first and then observe their trends and needs. The overall marketing covers public relation, advertising, promotion and sales which subsequently impact on business growth. Many types of marketing can help you reach your potential customers. But I will briefly explain digital marketing here which was the dream in the past without Internet technology. Digital Marketing is a modern phenomenon which let you promote your products or services all over the world. It is a broad term which includes many concepts like search engine optimisation (SEO), pay per click (PPC), blogging, discussion forum, email shot, SMS, MMS, social media marketing and Smartphone app advertisement etc.

## 4. Customer Support and Satisfaction

Higher level of customer satisfaction is the key to success in international business which cannot be achieved without a real time customer support process. Business success depends on knowing its customers’ needs, trends, behaviours and satisfaction level. Effective communication is the best tool to understand the customer demands, problems and their solutions. IT provides many channels to communicate with the customer without going out in snow or rain. Some of these channels are email, webinar, social media, member portals, online newsletters and text or multimedia messaging through the smart phone.

## 5. Resource Management and Globalisation

Resource management plays a crucial role in international business success. When it comes to medium or large organisation, it is very hard for the top management to manage all the resources manually. These resources may include tangible, financial or human resources etc. Information technology has played a vital role in automating such complex problems by introducing user friendly solutions. Better the international resources, better will be the overall business.

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