Bennett

Organizational communication is very important from small companies to major companies and various  
organizations as well. In the Marine Corps where I work in a recruiting command we utilize  
organizational communication daily to track and accomplish tasks, mitigate the chance of conflicting  
appointments, and keep every service member on the same page. For instance, if I schedule an  
appointment to conduct an interview with a potential applicant I want everyone else to know this is  
occurring as well. This will ensure everyone is dressed presentable and professional and ready to display  
the Marine Corps to a potential future applicant. After the interview is conducted, the applicants name  
is put into a database with info and status on his or her interest in the Marine Corps. This helps other  
Marines in recruiting commands to ensure no one is duplicating the same process and reaching out to  
the same applicant.

The company Amazon shares tips for organizations looking to improve communication through IT and  
data. In many enterprises, the article says, data is guarded by organizational silos and not communicated  
properly to other departments, resulting in a lack of trust in IT (Vachhrajani, 2019). The departmental  
data experts must be teachers and help other in the company understand the importance. Basically,  
companies should treat data as an Organizational Asset and not as just a departmental property

Gabriela

Gathering and disseminating information is an important part of any organizational management so that everyone in the Company has what they need to succeed. Organization leaders can use information systems to store data in folders and documents that can be shared effortlessly. Most information systems allow users to communicate remotely, allowing employees to get information and respond appropriately no matter where they are. Amazon is a fantastic example of a corporation that uses information systems especially when it comes to communications. Amazon created a clever recommendation system that bases its recommendations on a customer's previous purchases and search history. Every order placed by a consumer is saved in this system. If a client buys a piece of wall are, for example, the recommender system will suggest more wall art to the buyer. The system is built around the concepts of "linking" and "data mining." (Imran,2014)

Every search that a customer conducts is seen and monitored in order to offer the most accurate recommendation. Customer’s browsing experiences are enriched since this works as an interactive platform between the website and the customers, resulting in higher rated customer happiness. Another form Amazon uses is the “Wish List”. Customers can add their favorite items to their Amazon wish lists. This gives Amazon better information of the customer. Customer reviews help consumers locate and choose items and it also acts as a direct marketing result for Amazon. Customers can communicate with each other on Amazon by chatting and viewing their shared interests. This aids Amazon to build consumer trust and gets customers to share with others.

Gelin

Information system can provide additional capabilities to an organization and improve collaboration. The use of technology to improve collaboration, has also contributed to increase productivity. For example, Deshpande (2019) states that collaboration technologies improved the productivity of any company, and this improvement can be noticed in specific focused areas such as customer experience, external communication with stakeholders, real time information sharing, streamline workflow, project management, quick access to availability of data, knowledge management and information sharing, and innovation. The improvement of collaboration in the organization by the use of information system has a tremendous effect on the company success. Some of the information system used to collect, analyze, and distribute data can be identified as remote file system sharing, web conferencing, interactive whiteboard, and social networks. (Deshpande, 2019).

Furthermore, Nunes, et al., (2021) states that the key factor to organizational effectiveness is collaboration which leads also to innovation and performance. Without efficient collaboration, an organization could easily be affected in all dimensions. Performance would decrease, there would be lack of innovation and the organization would fail to differentiate itself in the marketplace thus looses competitiveness. As Nunes et al., (2021) explain, for companies to achieve competitive advantage in today’s business landscape, they must differentiate themselves in performance and innovation. In this perspective one can see the importance of efficient collaboration since it contributes to innovation and business performance. Nunes et al., (2021) affirms this view by stating that productivity can also be evaluated by analyzing how collaboration happens internally and externally among all stakeholders – and it can efficiently be done via information system tools such as e-mails, and virtual network platforms