Review: Organizational Intelligence and Organizational Agility

Elham Nekahi, Ahmad Mehrabian*

*Corresponding Author Email: Mehrabian.project@gmail.com

Department of Management, Aliabad Katoul Branch, Islamic Azad University, Aliabad Katoul, Iran

Abstract: the creation of the world and its over time has shown that everything is in motion and the motion in the nature of phenomena. Necessary to adapt this changing of world is that man can make changes to fit it in. Acceptance of the changes is necessary for innovation, invention and improvement of life, improves the organization and in general is human evolution. Hence, the growing acceptance of any changes required for human life and an integral part of any organization and is recognized as a sustainable phenomenon. The aim of this study was to evaluate the results of research and models that have been done in the field of organizational intelligence and organizational agility. Based on these studies, it can be argued that the theoretical foundations of organizational intelligence and organizational agility communicate with each other.

Keywords: Organizational Agility, Intelligence, Development, Policy.

Introduction

Today's Organizations are working in an environment full of uncertainty, changing and dynamic. The multitude of changes that organizations and individuals face with the pressure and forces that any resistance shattered like a roaring torrent and take forward all by itself. In other words, the breadth and diversity of the forces of changes of today's organizations is forcing them to adopt these changes. So, as Angel (1997 Anjeli) noted organizations can not have (a sustainable life in society unless they accept the changes and comply with internal and external changes which make sync (Sadeghian et al., 2012).

The concept of agility has been introduced by Yakvka (1991), and after the introduction, by researchers and concerned the industrial communities. So far, many studies were done in this subject. In an attempt to provide a definition of agility has taken place (Fathian, 2011). Commonly accepted definition of agility is the ability of organizations to respond quickly and effectively to changes in market demand with the aim of finding customer requirements is concerned with price, features, quality, quantity, and changes. Agile companies respond quickly and effectively to changing markets. In addition, agility capabilities influences for the production and delivery of new products at the expense of productivity. Lower production costs increase the customer satisfaction, eliminate non-value added activities, and increase competition, including the benefits that can be achieved through strategic agility (Goldman et al., 1995).

Intelligence plays an important role in the social structure (Kesti et al., 2011). Intelligence referred to the sense of person's ability to assess and control their knowledge on environmental data, data conversion of new knowledge and experiences and goals for effective and is efficient (Fleishman et al., 1991) organizational
intelligence management measures in the areas of business and government intelligence refers to the first organizational intelligence by Matsuda in 1992 has been proposed in an article entitled “organizational Intelligence, its importance as a process and product ”. Matsuda organizational divided human intelligence and machine intelligence as a combination of two factors into five components: the organizational knowledge, organizational memory, organizational learning, organizational communication and organizational sense (Matthew et al, 2009).

Recently, the use of automation and the use of administrative covered the world and many of the organizations are interested in the exploitation and use of these systems and are willing to spend heavily to deploy and use these systems but must be considered that the extent of information technology could help organizations improve their performance.

New technologies are increasingly developed with gigantic progress. So that society in general and in particular guarantee with the market looking for tactics that are indescribable rush survive in this chaotic arena. Companies must accept that philosophy which has changed their lives. It is the means to achieve sustained profitability situation does actually matter should be followed by competition and its instruments. Because today's organizations work with less traditional arena and away from the new rules of businesses and in order to be able to keep up with competitors remain or may be very hard and skillfully go to a step they took.

IT in recent years had a significant progress. The development of managing information systems, managing support systems and artificial intelligence systems take advantage of the ability to accelerate, refine and optimization of business processes in the organization (Nasiri et al., 2009). Thus, the present study has been carried out to examine the results of researches and models in the field of business intelligence and enterprise agility.

The combination of results

Business intelligence from the perspective of Matsuda

Tymatsuda (1996) considered the total business intelligence as the mental abilities of a combination of human intelligence and machine intelligence agent which has two components: Organizational Intelligence as a process that is meant to analyze, design and effective functioning of the organization and process information and solve organizational problems. Business intelligence as a process defined by three parameters: interaction, stacking and coordination. Business intelligence process, according to Matsuda is divided into 5 parts: organizational knowledge, organizational memory, organizational learning, organizational communication and organizational sense. The five sub-processes are powerful tool for analysis and decision-making processes in the organization's development, and business intelligence as a product that combines policy and plans and guidance for the design of information systems for the organization. Of course, these are not isolated from each other as two interdependent in the act (Lord et al., 2011).

Business intelligence from the perspective of William Halal:

William Halal (1998) considered the business intelligence as the capacity of an organization to create knowledge and use it to adapt to the market environment or strategic terms. Business intelligence is like IQ, but it is formed at an organizational level (the intelligence agency) and is measured like IQ. If organizations do not have good leaders with strategies of subtle and favorable environment, such people may not use their intelligence to succeed in the theories of organizational learning and intangible assets used, it is possible the implementation and evaluation of these methods and how to communicate with thier performance and how to develop them are barely understood (Lord et al., 2011).

Bussiness Intelligence from the perspective of McMaster

From the perspective of McMaster Business Intelligence defined capabilities to increase knowledge, innovation, and to create useful knowledge. He stated the ants’ nest in terms of intelligence, investigation and noted that ant’s nest is extremely flexible. Sensibilities and perceptions of this intelligence created sensitivity and feedback. It continues to find food and keep the nest and survival of the species. Some incredibly houses make a systematic and thorough. Knowledge, intelligence and capacity of this work are where? This is not in queens, rules and resource centers and warehouses. So, we expect to find ants that are really smart and shrewd intelligence and communication of knowledge in the buildof nest. OI (organisational intelligence) is the source of the future that to achieve what we need to think differently, to different management and a different organization (Gholami, 2011).
The concept of Organizational Agility

The word agile is defined in the dictionary as a means of moving fast, agile, active and agility, the ability to move in quick and easy, quick thinking ability in a clever way. Agility concept is the flexibility in the economy it was studied in 1991 by a group of researchers at the Institute at the University of Lea Yakva to describe the methods that should be considered a vital aspect of the production process. Researches showed that organizations must constantly adapt to changes in the business environment and the need for factors such as speed, flexibility, accountability, are essential for organizations (Goldman et al., 1995).

Many definitions have been proposed for agility, but no one was against one another and did not contradict each other. Generally, these definitions showed the idea of speed and the changing business environment. Due to the newness of the agility, the definition is approved by everyone. According to Sharifi and Zhang (1999), the agility is the ability of any organization to sense the perception and prediction of changes in the work environment. Such organization must be able to detect changes in the environment, as they see the growth and prosperity (Sharifi & Zhang, 1999). Agility is to identify the successful principles of competition (speed, flexibility, innovation, quality and profitability), and rapid integration of resources and appropriate measures to provide products and services for every customers.

Agility is the ability of any organization to sense the prediction of changes in the business environment. Such an organization must be able to detect environmental changes and to see them as agents of growth and prosperity. Elsewhere the ability to overcome the challenges of unexpected agility to cope with an unprecedented threat environment and the advantages and benefits of change are defined as opportunities for growth. Brian Maskell (2001) defined the agility and the ability to prosper in a constantly changing and unpredictable environment (Maskell, 2001).

Therefore, organizations should not be afraid of changes in their working environment and avoid them, but should change as an opportunity to gain competitive advantage in the marketplace. Vernadet (1999) believed that agility can be defined close alignment with the changing needs of business organizations in order to gain competitive advantage. In such an organization, employee goals with organizational goals aligned with each other. These two are seeking to give an appropriate response to the changing needs of customers. In terms of outcomes, agility means the dynamic changes, status-oriented and courageous (daring) that ensures success in the market share, and is achieving the mass customers. In other words, agility is the ability of a business unit for the growth and survival in a competitive environment that changes constantly and is unpredictable, requiring a rapid response to changing markets. Without a doubt, this is the value of goods and services based on customers needs (Goldman et al., 1995). Therefore, it is possible to define for an organization's ability to respond quickly agility to market requirements and customers' needs.

Conclusion

The aim of this study was to review and reach the conclusions of researches which have been done in the field of organizational intelligence and organizational agility. According to the survey, it can be argued that there was a relationship between organizational intelligence and organizational agility. It can be said that the desire to change in members and having a common purpose is essential for any agile organization in order to be union and with its agreements and apply science of knowledge of high performance which provide the growth and development reach to agility and consider the ability to create the inference and the aim of the organization or knowledge of the mission and the sense of common purpose increased the agility in an organization. Some organizational cultures are directed by founding their own executive team. In these cultures, ways of functioning, thinking and reacting to its environment become so similar that any changes showes chaos or disease.

While, promoting appetite for change should be considered as a positive phenomenon and factor in the organizations progress and makes agility. The degree of optimism, the division of responsibilities and staff jobs and a series of laws to meet and communicate with each other and deal with the environment, with activities are based on the acquired knowledge and the right decisions instantly which makes an agile organization. Also, it should also be said for organizational agility that managers should not only be involved in the operation (run). In a smart organization, each of the operators should be placed in its proper operating position. Leaders can promote the concept of operational leverage and support it. But it is the most effective when it is under the influence of a set of mutual expectations and operational requirements for the success of joint protection.
References

Fathian M, Sheykh A, 2011. The effect of information technology on small and medium enterprise agility, the scientific journal Journal of Shahed University. Year 18. 50


Nasiri V, Bani FS, Ghanbari S, 2010. Knowledge management and information technology in educational institutions, conferences knowledge management in educational organizations. Islamic Azad University of Mahalat

