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**Surviving of Business Systems and
Information Technology**

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Introduction

- The aim of this paper is to show that information technology is a major support, or main condition of survival, growth and development of business systems.
- The paper also indicates a long-term competitive advantage of business systems.
- The application of information technology in business systems means the reformation of the organisational structure.
- The paper lists some advantages of information technology but with special emphasis on the situation in Serbia.

Surviving of business systems and information technology

- In order for a business system to achieve the stated goals, it is necessary that all business activities should be managed, in which adequate information technology plays a large role.
- A great number of business activities become automatic and manual labour gets changed.
- Information technology has been directed to solving local 'problems', but now we talk increasingly about multinational information systems that have to support different cultures, legal systems and other differences.
- Information technology can be equally used both in profit and non profit organisations.

New age and information technology

Electronic market is a place where electronic trade is conducted (network of interactions and links where information, products, services and money get exchanged).

Organisational advantages:

- Sellers getting in touch with a greater number of buyers with low capital investment and operational costs,
- Decreased period of time necessary for reception of products and services,
- IT enables new business models that enhance competition and profitability, etc.

Advantages for users:

- Cheaper products and availability of wider choice,
- Transactions can be conducted 24 hours a day,
- Users can instantly receive detailed information on products , etc.

Advantages for the society:

- A greater number of individuals who can work from home, ,
- Delivery of public services and enhancing the quality of social services, police, medical care and education institutions is enabled, etc.

Realization business activities and information technology

- The survival of business systems depend on the application of such information technology that best enables for the business system to be turned to the outside environment.
- The existence of information systems is no longer just an element of prestige or the fulfilment of prescribed duties, it has become a relevant business issue in the sense of being a primary condition for both the breakthrough to the new markets and the survival on the existing ones.
- Swift and major changes in the area of IT, represent only the initial phase in the development of the future business systems.
- Further features will include much more flexibility and lower costs as electronically linked business associates change rules regarding working hours and working place.

Serbia and development of information technology

- The answer to this question will depend on whether Serbia is compared with a third world country or with a more developed country.
- Serbia remained the only country signatory of Initiative for South Eastern Europe electronics , which has not yet been fulfilled almost any duty that is assumed in these documents themselves.
- People do not understand the danger of non-response to the information challenges.
- Serbian parliament finally adopted the Law on Electronic Signature, but the law can not fully be applied if you are not yet brought a whole set of other, related laws and bylaws.

Where is Serbia in relation to Europe and the world when it comes to the development and use of information technology?

- There should be the question of technical basis for the development of certain services on the Internet and transfer of certain content through it.
- In comparison with the European Union, the situation in which the state owns (majority or minority) only two mobile operators in the country is absolutely unsustainable by EU standards.
- Possibly of higher quality content on the Internet in our language are still rare.

Conclusions

- Recently conducted research company Cisco Serbia showed that over 50% of small and medium enterprises in Serbia has access to the Internet, and 98% in the group has a local computer network.
- Small and medium-sized enterprises are usually the key factor of economic development in Serbia: consists of 98.8% percent of total registered enterprises, and employ even 60 percent of the total number of employees.
- The information technology enables business system connection with its surrounding, and can reduce the risk of work.