

IMPACT OF INFORMATION TECHNOLOGY CAPABILITIES AND EFFECTIVE INVENTORY MANAGEMENT ON ENHANCED SERVICE DELIVERY IN HOSPITALITY SECTOR

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ABSTRACT

Organisations in hospitality sector to become agile are required to invest more in IT capabilities in order to obtain significant organisational capabilities and strategic processes. Through utilization of IT capabilities strategically and synergistically organisation in hospitality sector achieves alignment, adaptability and agility in long run. They make short term changes and makes organisation compatible to deal with uncertainties. IT adaption are made to adapt market changes and alignment is done to integrate IT capabilities with inventory management within organisation by strategic thinking for achievement of better performance.

Keywords: *IT Capabilities, Inventory Management, Service Deliveries, Hospitality Sector.*

1. INTRODUCTION

It is critiqued by Hospitality facilities can lag due to lack of information technology facilities within organisation operating in hospitality sector. For enhancing hospitality facilities and service deliveries information technology plays a vital role [1]. In order to achieve the aims of improved

service delivery and hospitality facilities the organisation identifies level of importance and satisfaction of hotel guest through application of IT capabilities. Different capabilities of IT can be used by hospitality organisation to improve their operation, inventory management and profit maximization. Hotels and other organisation in this sector can use internet extensively for marketing function distribution [2]. This helps in generation and automation of service deliveries which enhance consumer experiences and thus their satisfaction level [3], [4].

Furthermore, global presence is also essential in order to enable both individual customers and the travel trade to access accurate information on availability and to provide easy, efficient, inexpensive and reliable ways of making and confirming reservations so that they can be provided with best services [5]. Moreover, with competitive advantage organisational performance gets better and through effective inventory management by using IT capabilities hotel organisation manages the stocks in their firm and gets to know better about consumer demand and preferences as well the requirement of inventory for particular times. The crucial role of IT capabilities and inventory management is investigated in this research to find the consequences of service deliveries.

2. LITERATURE REVIEW

2.1. Impact of information technology capabilities on effective inventory management system

As per the view of inventory management is crucial for every organisation and its determine the effectiveness of supply chain of the firms in hospitality sector [6]. Organisation operating in this sector has employed information technology information system within their organisational system in order to reduce the negative impact of bullwhip effect in supply channel [7]–[9]. Association between IT capabilities and inventory management implements a control at the organisational level in the supply chain. With use of different information technology capabilities the firms in hospitality sector have embedded effectiveness in the supply chain of the organisation like the supplier buyer relationship management, improvising inventory management and increased accuracy in demand forecast [10]. With appropriate information technology system applied within organisation inventory management gets improvised as need of both supplier and buyers are understood and accordingly strategies are formed in [11].

However, [12], [13] stated that Information technology capabilities have a direct influence on supply chain capabilities and inventory being a part of supply chain gets affected as well. With

improved information technology system within organisations operating in hospitality sector information integration and operational coordination gets improved [14], [15]. IT infrastructure also has indirect impact on inventory management through IT assimilation and integration of the information through operational coordination [16], [17]. It is understood that with use and enhancing the IT capabilities within firms in hospitality sector inventory management becomes more effective. One of the features of IT capabilities is database management where data of client and suppliers are managed [18]. This aids in understating the supplier trend and consumer preferences where it can manage its inventory as per the upcoming requirement [19], [20]. Here organisation has access to relevant data and it uses the same in ordering the items in inventory or releasing them from warehouse to be used by clients [21]–[23].

On the other hand [24] have an opinion that Information technology has gained importance in recent times and has become a viable strategic policy option to be adopted by business organisation in hospitality sector. This has become essential in order to gain comparative advantages and dynamics information technology driven market [25]. Sometimes adoption of IT capabilities within organisation brings hindrance through challenges which indirectly reduce the benefits accruable on inventory management by information technology capabilities [26], [27]. The challenges that are faced by organisation within hospitality sector are related with cost of software which is a major problem in this industry and this cost affects the satisfaction level of consumer [28]. The organisation when apply Information technology software in its organisation the cost is implied on organisation and this increases the cost and the efficiency is increased but cost is imposed on the organisation [29], [30]. The management of hospitality sector in this context are required to ERP system which should increase efficiency and effective and affordable for inventory management and other operations in the industry [31]–[33].

As far as [34] are concerned use of information technologies in supply chain and hence in inventory management are used to achieve competitive advantages. IT has revolutionised supply chain for achievement of several benefits like increased efficiency and responsiveness. Information technologies are used to exploit and explore for inventory management innovation [35]. There are three dimensions of IT capabilities which have benefits inventory management that include: alignment, agility and adoption.

According to [36], hospitality sector organisation implements information technology for maintain the inventory management which plays a vital role and it is an important tool for

enhancing the efficiency of supply chain management practices and product availability of the organisation [37]. Information technology capabilities are used by the organisation of this sector to generate awareness about the service and product availabilities and offers generated for them. Different IT capabilities like point of sale, management system, inventory management system helps in increasing the demand through effective inventory management [38]–[41]. For the purpose of integrated supply chain management approach in efficient performance of inventory management and availability of services IT capabilities are incorporated within organisational structure [42]. It is stated that through use of effective IT structure, software and hardware within organisation inventory management can be made more effective and is helpful in delivering effective services [43], [44].

2.2. Impact of Information Technology capabilities on enhanced service deliveries

It is stated by [45] that major change in world economy from manufacturing to service oriented industry has come from application of information technology to service delivery [46]. Information technology is making continues efforts in enhancing effectiveness and efficiency in service delivery [47], [48]. IT capabilities within hospitality sector have diminished the cost of services and have created additional revenues from other services relation to organisation. It also helps in development of new services which add new value for consumer and create comparative advantage for the organisation in hospitality sector. Most of the service provider address advance service requirement through advance IT capabilities. Service oriented sector like hospitality sector gets assistance from IT oriented services in determination of direction in which the business with grow and develop in future. The diffusion and depth of technology has helped in accelerating the application and use of knowledge in different ways which are unimagined before 10 years [49], [50].

[51] stated that With use of information technology capabilities and organisation achieve competitive advantages by improvising consumer service delivery. One of element of IT capabilities is use of digital platforms and IT infrastructure in procuring innovative ideas for enhancing consumer services [52]–[54]. IT infrastructure uses different media to have positive impact on organisation's service providing ability [55], [56]. IT capabilities have a positive impact on innovation capacity and it fully regulates the relation between organisation performance and online media platforms use to develop innovations. This is stated that through use of IT capabilities of strong networking allow organisation to understand the consumer network they can approach

and also their needs and preferences [57]–[61]. With this they bring new innovative ideas in order to generate high consumer satisfaction level while delivering their services to them. With an effective database they develop and understanding over consumer preference, spending, visits pattern and other consumer behaviours so they services they deliver can be more efficient and consumer gets 100% satisfaction by services provided to them [62].

However [63] has an opinion that it information technologies capability has a direct impact on service innovation and on financial performance of the organisation. IT capabilities are radically related with incremental service innovation where it explores positively related services for innovation. IT capabilities influence service innovation through exploration and exploitation [64]. Basically IT exploration helps in development of innovative services which are based on new information and communication technologies [65]. Traditionally service innovation starts from user requirement for creation of new service while IT exploration starts from new available technologies and users are invited to create ideas for innovative services [66]. With user involved in development of new innovative service automatically the service delivery of organisation in hospitality sectors get enhanced amply [67], [68]. This means that innovate service through IT exploration capability helps in understanding actual consumer requirement, latest trends and other factor importance while delivering services to client. Thus, IT capabilities assist in development of innovative services which in turn enhance the service delivery capacity and effectiveness of the firm [69], [70].

On the other hand, [71]–[73] stated that to cope with dynamic business environment hotel industry is required to adopt and implement technologies with an aim of improving service delivery. Information technology capabilities help in wide coverage, attracting international as well as domestic guests, helps in making quick management decision which all invariable improvises the service delivery [74]. There are some factors which affects the effective use of information technology capabilities in improvising service delivery [75]. This includes high cost of IT gadgets, tax, internet fraud and privacy issues. these issues when handled carefully by hotel management the use of IT capabilities in hospitality services improvises the service delivery to a tremendous level where consumers gets the service of their need and wants without worrying about any security, privacy and fraud [72], [76]–[78].

2.3. Impact of effective inventory management on enhanced service deliveries

As per the view of [79] effective inventory management is related with spending less on storage, to have less stock redundancy, reduction in amount of money invested in stock and improvising consumer services [80], [81]. Organisation in hospitality sector having firm grip on their inventory management increases the efficiency and service delivery. Inventory management is done through use of different software and system like SAP system, economic order quantity which in turn have a positive impact on the service delivery efficiency of the organisation [82]. SAP system controls the inventory effectively and efficiently which results in better performance and assist the organisation in better service delivery to its clients and fulfil their duties in best possible manner [83]–[85]. Inventory management done through SAP system enhance firm's performance in different aspect where all the consumer demand are met efficiently on time [86]. Also, when inventory management is highly influence by economic order quantity system where it affects the operational ability of the firm procurement performance which in turn amplifies service delivery of organisation in hospitality sector [87], [88].

On the other hand stated that in the current business environment, organisations are aware about the role of supply chain and inventory management for survival of the firm in hospitality sector and also to meet consumer demand [89]–[91]. An efficient inventory management is essential to ensure a timely delivery and service quality standards in the market [92]. Inventory management is done through various system and strategies which have an impact on service delivery of organisation. Some of the practices for inventory management used in this sector are just in time system, A-B-C- model and others. This models and system helps in managing inventories with supplier as well as within organisation. Inventory management has led to improvise the relationship between organisation in hospitality sector and suppliers and with this positive relation there is high product availability and enhance service delivery within organisation [93], [94]. Also for an effective inventory management to increase service delivery an efficient working capital management policy is also required for optimization of payment to suppliers and thus facilitate efficient delivery of service [95].

However [96] presented the opinion that inventory management is one of the greatest elements ensuring success of an organisation. There is indirect relation between effective inventory management and consumer satisfaction and enhanced service deliveries [97], [98]. There are different inventory management systems like, inventory control system economic order quantity,

ABC analysis and when applied effectively within organisation leads to a higher consumer satisfaction by meeting their demand by analysing, handling and predicting the data in consumer friendly manner [99]–[101]. Inventory management system is used by organisation in hospitality sector to make a buy decision; inventory management system is used by firms to enhance demand, forecasting it and thus is able to meet consumer demand on time. With ABC analysis organisation optimizes the inventory and with EOQ optimal level of carrying and ordering cost is determined [102]. The inventory management system helps in lowering inventory holding cost and optimizes the stock which assist organisation in delivering best services on time to clients.

Conversably [103] stated that many organisations in hospitality sector fails due to poor planning and ineffective inventory management system . This situation can be handled through proper inventory management practices and the techniques thoroughly utilised for the benefit of the organisation [104], [105]. Automated systems coordinate the inventory management practices within organisation of hospitality sector and it enables in better demand management and reduces the storage space as well [106]. With effective inventory management system faster service delivery is ensured where consumer meets their demand on time and there is no or very less scope of dissatisfaction [107]. With inventory management being made effective services are delivered to guests in an effective, predictable, reliable and consumer friendly manner. In the hospitality sector inventory management assist in indirect manner where management of stock within organisation helps in effective service deliveries and enhanced consumer satisfaction [108], [109]. As per the view of, inventory management is a critical management issue for every organisation regardless of its type and size [110], [111]. It is identified that emphasis for inventory management must be given on EOQ and JIT system which enables the organisation in procuring sufficient qualities of the products required for delivering services within hospitality sector [112], [113]. With effective inventory management organisation can determined the material required in stock so that when consumer demands for a service firm do not get out of such product for delivering the hospitality services to its clients [114]. Also client data is used along with inventory management to forecast the demands and preferences and hence management can stock up more needed material to be used whenever required to fulfil the demanded services of guest in hotels [115].

2.4. Impact of Information technology capabilities and effective inventory management on enhanced service delivery in hospitality sector

As per the view of, investment made by hotel sector in information technology has become of vital importance. It is important for organisation to analyse the extent IT capabilities can make contribution in making its agile for responding to the change taking place in business environment and supply chain [116], [117]. IT capabilities ensure hotel agility along with effective inventory management. IT plays a mediating role through its capabilities where use of IT affects organisational agility, provide it direction and improvise the ability to manage technological resources as well. IT capabilities ensures effective management of inventory in hotels and thus both working together ensures that service delivery to clients are best and on time [118], [119].

On the other hand [120] stated that inventory management practices of a hotel firm have a direct impact on its competitiveness and overall organisational performance in service delivery. A high and effective level of inventory management leads the organisation in enhancing competitive advantages through delivering services to consumers by analysis of relevant data provided via inventory management and IT capabilities [121], [122]. With competitive advantage organisational performance gets better and through effective inventory management by using IT capabilities hotel organisation manages the stocks in their firm and gets to know better about consumer demand and preferences as well the requirement of inventory for particular times [123]–[125]. This can be states that IT capabilities and inventory management in hotel sector are interconnected and have immense impact on each other and together they enhance the capabilities of organisation in delivering the services [126].

As far as [127], [128] are concerned there exists relation between IT capabilities and hospitality industry. Both have direct and indirect impact on each other. Benefits of IT assist hotel in managing the inventories and affects the organisational performance in positive manner. IT capabilities in the automate IT strategic industry do not shows a better business performance than in control firms. This means that with IT capabilities it cannot be ensured that all work get automated and no supervision is required [129], [130]. Hospitality sector is a service industry where overlooking every aspect of business is necessary thus when using IT capabilities in making inventory management more effective and enhancing service deliver proper supervision is necessary [131]. It is critiqued [132] that Information technology capabilities drives agility in hospitality sector. IT enabled capabilities improvises the operational process of the organisation thus provide

operational agility [133]–[135]. IT capabilities enable three capabilities within organisation which are localised, synergistic and optimised coordination of resource interdependencies [136]. Resource interdependencies are created through effective inventory management which deliver effective sensing and response mechanism where consumer are provided on time services as per their demand and preferences and with incorporating latest trends as well [137]–[139]. This means that IT capabilities and effective inventory management system within hospitality sector works together in providing relevant data too organisation where it is carefully handled and analysed to determine consumer behaviour and pattern in order to serve them with best services.

2.5. General Research Model

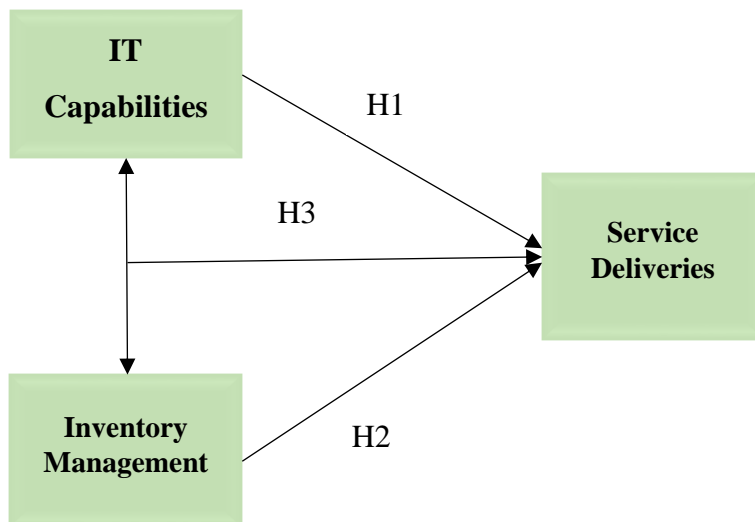


Figure 1: conceptual Research Model

3. DISCUSSION

The hotel industry's investment in information technology has become crucial. It is crucial for organisations to assess how much their IT capabilities can help them become more adaptable to changes in the business environment and supply chain. Effective inventory management and hotel agility are both guaranteed by IT capabilities. Through its capabilities, IT performs a healing function by influencing organisational agility, giving it direction, and improving the management of technology resources. When IT skills and inventory management capabilities work together to provide successful inventory management in hotels, clients receive the finest service possible on

time. Through the provision of services to customers and the analysis of pertinent data offered by inventory management and IT capabilities, an organisation with a high and effective level of inventory management increases its competitive advantages. Through effective inventory management employing IT capabilities, hotel organisations may better understand consumer demand and preferences as well as the need for inventory at specific periods. Competitive advantage improves organisational performance. This can be interpreted to mean that IT skills and inventory management in the hotel industry are interconnected, have a significant impact on one another, and together they improve an organization's ability to provide services.

4. CONCLUSION

Information technology capabilities in hotel sector plays a vital role in knowledge management. IT structure, IT human and IT relationship are three attributes of IT capabilities which are used in hospitality organisation for managing inventory in both effective ways as well as enhance the organisational performance and service deliveries. There is direct relation between IT capabilities and inventory management for hotel sector which states that IT capabilities improves inventory management which enhances business operation and create consumer valuation and evolve the service delivery system of the organisation. Through using IT capabilities supply chain of the firms are made effective which in turn make sure that consumers are provided with the services according to their want which enhance consumer experience and consumer satisfaction.

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