

# **GLOBAL PRODUCT AND LOCAL MARKETS — CRITICALITY OF INFORMATION INTEGRITY FOR COMPETITIVE ADVANTAGE**

(A Research Direction)

**Vijay V. Mandke**

Research Leader, Center For Information Integrity Research,  
Unitech Systems (India) Pvt. Ltd., New Delhi – 110 049, INDIA

[vmandke@unitechsys.com](mailto:vmandke@unitechsys.com)

**Madhavan K. Nayar**

President, Unitech Systems, Inc., Naperville, IL 60563, USA

[mnayar@unitechsys.com](mailto:mnayar@unitechsys.com)

**Abstract:** With the advent of steam power, successes in production automation sharply increased the volume and speed of energy conversion and material processing. In the manner of a closed system view of global enterprises and their systems and under the assumption of static environment, this precipitated various structured and periodic information processing control responses for “standard” product in high volume business models. With innovations in information technology, the volume and speed of information processing and decision-making undergoing sharp increases, business enterprises for their competitive survival are looking for bigger business opportunities through customized products. In the manner of open system view of global enterprise, the business opportunity thus is in flexible (unstructured and a periodic) informational automation that has to “smartly” manage global informational requirements of a product in a local context. However, ever-present system environmental factors of 5“C”s make the open system view of organization and means of control in the form of information processing and programmed decisions infested with informational errors leading to loss of Information Integrity. Even if information technology innovations had been more gradual, due to 5“C”s, the ultimate result would have been same.