Application of Information Technology in Human Resource Management

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Abstract: This work was carried out in order to inform more about the impact of innovation technology on the development of entrepreneurship. This paper begins with the explanation about the enterprises, starting with their concept, their development over the years, where it elaborates a theory of time about the reasons why the enterprises are opened and exist, continuing with the discussion of who the entrepreneurs are, and what are the tasks theirs, and also gives us a clear picture of how businesses cannot function without business law. This research continues with the most important subject of the time, the history of the development of innovation, showing us different theories about innovation, how it has developed and how it has changed over time, continuing to the division of innovation.Part of the innovation is also the innovation in marketing, where different theories will be examined, including Ansuff's Matrix. Throughout this paper, we have also penetrated the information system, starting from the definition of the terminology of the system, to the types and development of the information system. Then the advantages and disadvantages of virtualization and office automation will be elaborated.

Keywords: IT, E-business, Business engineering, Information systems, Innovation,

Introduction

Enterprises have an important social and economic role, due to their contribution to the functioning of job creation and the functioning of the economic network. In Kosovo, the development of enterprises can contribute to facing the many challenges related to demographic growth, the need for structural change, effects of inequality as well as the high level of unemployment within the region. In business and economics, innovation is the catalyst for economic growth.

Economist Joseph Schumpeter, who has contributed greatly to the study of the innovation economy, argues that industries must constantly revolutionize the economic structure from within, that is, create innovations for better or more effective processes and products, as well as market distribution, such as connecting stores to factories. Schumpeter's (1942) key ideas about entrepreneurship, innovation and economic development are very important for evaluating alternative approaches in contemporary entrepreneurship scholarship. Schumpeter used entrepreneurship as his engine for the dynamic theory of economic development and personified this engine in the theoretical construct of the ideal type of entrepreneurs. This ideal type of actor possessed creative work, the vision of a business idea, the antagonism of non-ovative administrators, the ability to attract investment to lure the capitalist, and to seek out activities that bring about a wide variety of innovations - be they products or

processes. new, creating new market structures (Green & Morgan, 2008). On the other hand, every enterprise relies on information systems to carry out and manage their operations, to interact with their customers and suppliers and to be part of the market.

Application of Information Systems in the Enterprise

Information Systems (IS)

An information system (IS) is a system that collects, stores, stores, processes and sends information important to the organization so that it is understandable and usable by anyone who needs it. The goals of the information system are: to supply the business system with necessary information for the executive subsystem (business process development), the managerial subsystem (business system management) and the information subsystem (cooperation and communication). The parts of the information system are: the system for processing transactions (operating system), the system for supporting decision-making (analytical system), the system for cooperation, communication and individual work (office system) (Beqiri, 2018). The transaction processing system processes a range of transactions, such as:

- Providing accounts for the goods sold,
- Giving accounts for the goods received in the warehouse, as well as
- Sending supplier orders, etc.

The decision support system consists of:
- Unstructured decision making,
- semi-structured decision making,
- Structured decision making.

The system for communication, cooperation and individual work consists of:
- communication,
- Group work support,
- Supporting individual work,
- Content management, as well
- Document search.

General Theory of Information Systems

Never in history has humanity been so flooded with waves of new information and knowledge as it is today. Regardless of where and when it is formed, information is processed and carried in fantastically short intervals, exchanged and used, being exchanged in feedback loops and influencing our own habits and ways of thinking. From its birth, towards the middle of the 20th century, informatics as an interdisciplinary scientific discipline, which deals with the study of all these phenomena and processes, has developed very quickly. All relevant components of informatization: computerization, telecommunications, robotics, artificial intelligence, etc. will be examined in function of their application in business systems, and this means also in function of the development of productive forces. Information represents meaning, which is used very often, both in everyday life and in the fields of many scientific disciplines, theories and different technologies (Beqiri, 2018).

The set of data, meanings or signs, which reduce or eliminate the unpredictability and indeterminacy of the recipient and which enables action by making the most optimal choice from possible events in order to increase the capacity of human knowledge of the chosen event, is called information. For the flow of information, there must be two objects: the giver and receiver of the information. Objects can be different: one-one, one-car, car-one, car-car. The expressions information and news are often taken as the same, but in the field of science that studies information, these two meanings are not the same.

The main characteristic of information is its meaning, purpose and impact on the receiver during the change of his informational state. The news, which does not change the recipient's informational state, has no value, while its value increases if the changes in the informational state caused under the influence of the news content are

greater. Information actually represents the content of a news story. The news may undergo physical changes during transmission, but the information always remains the same. The science that studies the ways of forming, carrying, recording, processing and using information is called informatics. With the application of computers in economic sciences, the application of informatics in economics also began. Its task is to choose problems related to organization, information,

Information theory is a rather complex scientific discipline and is based on probability theory, which was developed as a discipline of mathematics, but has recently been taken as a discipline of informatics. . The most widely cited definition of the enterprise information system is: "the information system is a structured interactive complex of people, machines and actions formed to produce the regulated flow of relevant information collected from internal and external sources of the enterprise , which are used as a basis for making decisions in certain areas, which belong to the management of the enterprise" (Beqiri, 2018).

For comparison, a similar definition can be given for the information system of the enterprise, which is often encountered in the literature: "the information system of the enterprise is a continuous and interactive structure of people, equipment and actions formed for collection, sorting, analysis, evaluation and distribution of appropriate, timely and true information for use by those who bring decisions in decision-making for the purpose of improvement, planning, execution and control of the business.,

If the goals and criteria are defined, then based on them, the management and control bodies can make business decisions, which together with personnel, material and financial resources enter the business process. The result of the business process are: products, services, income, sales, etc. These outputs, due to control, are compared with planned plans (Beqiri, 2018).

Figure 1. Tools for information development

Information Systems in Management

The system which provides necessary information in order to make quality decisions. The inputs of the management information system are smaller than the outputs. The IS components of business management are:

- The material-technical component
- The intangible component
- The human component
- Transmitting component
- Organizational component

The law of minimum quality of management information system (Richard Nolan) says that:

"The quality of the management information system is equal to the quality of its weakest component" (Beqiri, 2018). The structure of the business management information system for management needs: -Decision support system, these systems provide answers to the question: What if?

-Executive information systems (EIS), these systems provide answers to the question: How (should it be done)?
-Transactional systems (TS), these systems give the answer to the question: with whose help can it be realized)?

*DSS-*They consist of:

- Database
- Database software system
- The base of the models

The model can be: physical model (model of an airplane, ship...), mathematical model (described by equations), verbal model (description of a procedure).

The model that is most often used in DSS is the empathy model, which asks "What if" questions, e.g. What happens if prices increase by 50%, or what happens if we reduce VAT by 5% (Beqiri, 2018).
So, the elements of this system are:

- Hardware – physical equipment of the computer.
- Software - the instructions that direct the operation of the hardware.
- Databases - contain data that is used by application software.
- Procedures are the physical components of brochures, manuals, etc. They can be in the form of instructions for the user or for the preparation of the input by the personnel.
- Personnel - operators, system analysts, data preparation programmers, data administrators, etc (Hajdari & Hajdari, 2021).

Group decision support systems are classified according to two factors:

- The proximity of the participants
- Duration of cooperation in the group

The use of the group decision support system contributes to:

- A better atmosphere during group decision-making
- Increase in productivity
- Generating more ideas
- We allow the individual to organize his work and then present the results to the group (Beqiri, 2018).

Benefits of Information Systems

The benefits of information technology are:

- Visible ease in every operation
- Excellence
- Control
- Presentation of information
- The accuracy
- Data reuse (comparisons, studies)

Likewise, the importance of information systems for the work of the organization, the improvement of the system or the implementation of a new one should be evaluated according to:

- how well the system requirements are understood
- what are the firm's new technology efforts

Every organization must first look at both the benefits and the costs and evaluate the potential investments for information systems. Information systems personnel are the main factor that determines the modification of the system or the development of a new system. In general, the personnel in the information systems department consists of:

- web developer,
- programmers,
- system analysts,
- operators etc.

Utilizer

The users of the company's information system are important resources that can create a real contribution to the fulfillment of strategic objectives and the realization of competitive advantages. In making a decision, the firm will use its sources of information to maximize its benefits and minimize its risk, so the main manager must pay considerable attention to how he should address the final processor (Ansof, 1975).

The end user benefits are:

- It harmonizes opportunities and challenges
- Reduces communication clutter (redundant words)

Figure 2.User

End-user risks of processing are:

- Poorly planned systems
- Poorly documented and designed systems
- Insufficient use of information resources
- Loss of all data
- Loss of security

- Loss of control.

Information Specialists

In the world, the use of Internet services, both from the aspect of communication and from the aspect of absorbing information, is growing for sure. The continuous expansion of computer technology and information systems has enabled the opening of many jobs for specialists in these disciplines. In general, the personnel in the information systems department consists of (Beqiri, 2018):

- System analysts
- Programmers
- Webmaster of
- Operators etc.

System

System is a community of objects, relations between objects and relations between attributes of objects that function as a whole for the given achievement. In other words, the system represents the union of any elements that have common characteristics and form a whole. The whole which represents a system cannot be divided or decomposed into its elements without losing the main properties of the whole. Only the certain community of elements, with mutual connection of action-interaction, ensures the concrete purpose of the system's existence.

So e.g. the supply service in the enterprise has the task of providing certain work equipment and other consumable elements on the basis of which the finished products are created. With the sale of these products, funds are provided, which are used for work tools, as well as for other company needs. This means that each system represents a relatively isolated and rounded community of parts, or mutually interconnected elements, which behave and function according to certain legalities on the basis of which the work and functioning of the system as a whole is ensured (Beqiri, 2018).

Systems can be divided into four main categories: natural systems, organizational systems, technical systems and social systems. Natural systems are based on the natural laws of matter and energy exchange and are unique throughout the world. Organizational systems are built on certain principles and doctrines and their operation is based on the exchange of various information. The main characteristic of organizational systems is their openness to other systems.

Technical systems are created by one, using knowledge of physical laws. Through these systems, one processes nature and makes an impact on nature, adapting the actions of natural processes to one's own needs and goals. Social systems are formed by people as systems of relationships between people. They are formed and function according to the concepts and laws of social and natural sciences. Social systems can be different, such as: economic, social, political, legal, cultural, etc (Beqiri, 2018).

Regarding the exchange of matter and information with the environment, systems can be divided into two characteristics: open systems and closed systems. The system, which exchanges matter and information with the environment in the volume, which affects the characteristics of the system, is called an open system. A closed system is a system that does not combine matter or information with its surroundings in the volume, which affects their characteristics. Business systems must always have the elements, which realize the function of leadership. Sometimes this function is performed by elements, which also perform other activities, but quite often this function is performed by special elements that only have this task.

The elements in the system are connected to each other depending on the algorithm, which refers to the structure of the system. The most common ways of connecting elements in the system are: chain connection, direct re-acting connection and cross-reacting connection. The cross-reactive connection of the elements of the system is realized in the systems, in which the elements are dependent on the action of the other element, not directly, but

with the mediation of the third element. Almost all supersystems, or high-order systems, have such connections. Information systems have the same characteristics as general systems. For this reason, they are defined as a set of components-people, procedures, notes, which are interconnected in such a way that they aim to achieve some common goal (Beqiri, 2018).

Elements of the System

The system has certain parts, or elements, which are called system objects. These elements, or parts of the system in the literature are also called subsystems, segments, or components of the system. Each subsystem can further be decomposed into a certain number of component parts, so that the subsystems can be viewed as separate systems with their own elements. When a large system consists of more subsystems, it is called a supersystem, or higher-order system. Thus, for example: the industry as a system is divided into 35 branches, 85 groups and 185 subgroups, which represent the subsystems of the industry system. Within a given branch of industry, group, or subgroup, enterprises exist as systems. Each enterprise has its subsystems or elements.

The elements of the system are interconnected with certain links within the system itself. Through the connections, certain mutual relationships of the elements in the system are realized and the influence of one element on another is made. There are also certain connections of the elements of the system as a whole with the surroundings, or the surrounding environment. The environment, for the given system, is the set of all objects outside the system for which:

➤   That changes in the characteristics of the environment affect the system,
➤   That the behavior of the system affects the changes in the characteristics of the surroundings (Beqiri, 2018).

The effect of each element in the system depends on how it is connected and adapted to the environment. The effect of the system as a whole depends on how each element of the system works separately and how complex they are to achieve the given goal.

Systems Analysts

Figure 1.Systems analysts

Jexpert side in defining problems and compiling written documentation that shows how the computer should help solve identified problems. A successful systems analyst must understand not only programming, databases, networking, and computers, but also business fundamentals, including business strategy, processes, organization, and finance. He/she must be a leader and a manager, well versed in project management. He/she must be able to communicate between business functions and technology professionals and stakeholders (Beqiri, 2018).

Database Administrators

They are responsible for a database. Their tasks are related to the design, implementation, operation and security of the database. A database administrator (sometimes called a DBA) usually has to understand not only the technical side of creating, managing, and maintaining a database, but also the organizational goals behind the functions of each database. After all, it is the role of the database administrator to ensure that the information infrastructure works efficiently and allows users to perform their daily tasks such as: retrieving financial reports or finding information about the customer (Beqiri, 2018).
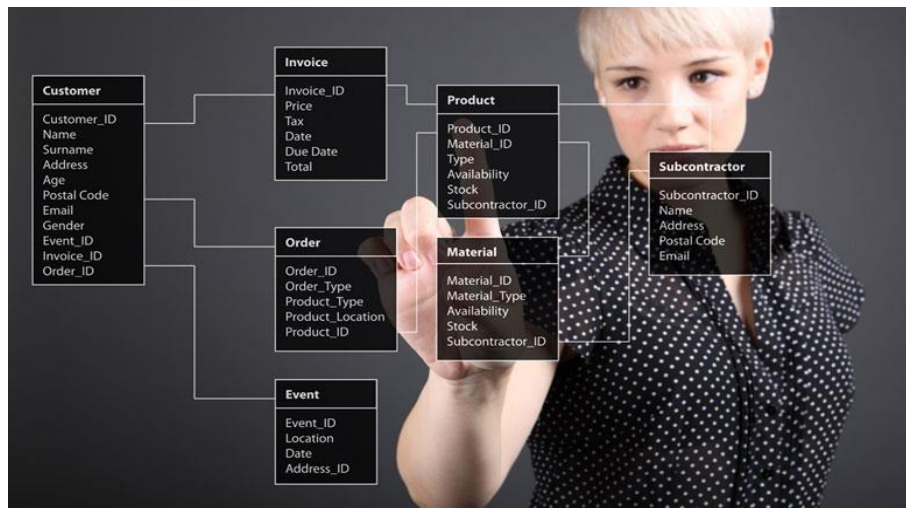

Figure 3. Database administrators

Below are some common tasks for those who become database administrators:

- Description of coding and writing a database; defining data relationships and attributes.
- Creating and modifying databases according to user needs, maintenance and improvements, understanding organizational goals in order to make recommendations and changes related to the data contained in the database.
- Archiving and retrieval of data, as well as the implementation of security measures to prevent unauthorized access.
- Managing IT staff, such as programmers and analysts, who may work directly on or with databases.
- Estimating cost, time, and other factors in projects involving database development or modifications; development, project scope and guidelines.
- Providing user regulations and permissions, training and support (Beqiri, 2018).

Webmaster is responsible for the content and presentation of the company's website. He must collaborate with network specialists to ensure that the communication network between the firm and its customers and/or its partners is always open. An important task of his is to monitor the visits of the users to the various pages of the website and its continuous improvement. The network specialists cooperate with the system analysts and the users, in the establishment of the data communication networks, which connect distributed computing resources. They combine knowledge from the fields of informatics and telecommunications (Selimaj, nd.).

Figure 4.Webmaster

Programmers

Based on the documentation compiled by system analysts code computer programs. Some firms combine the functions of system analysts with those of programmers, creating the position of analyst programmer. For programmers, a typical workday might involve writing programs in whatever computer language is necessary for their job—Java, for example. Programmers can also debug and troubleshoot programs when they don't work properly. Programmers often work hand-in-hand with software developers, as programmers translate software systems into language that computers can understand. Increasingly, programmers are handling tasks related to mobile applications and other software-based web applications.

Figure 6. Coders

Operators

Voperate large-scale computing equipment, such as mainframes and servers, which are usually located in separate rooms or buildings of the firm. They monitor the control panel. In many ways being a system operator is similar to military service. Time to monitor system conditions is carefully spent in order to anticipate and mitigate potentially dangerous and costly system problems. System operators are constantly trained (prepared), utilizing their skills, and using simulation to practice new situations that expand their expertise. However, when

major system disturbances occur (such as a wind storm or equipment failure), it is the job of the system operator to respond quickly and restore the power grid to safe operating conditions (Hajdari & Hajdari, 2021).

Figure 2. Operators

End-user Computing (EUC) refers to systems in which non-programmers can create working applications. EUC is a set of approaches to computing that aim to better integrate end users into the computing environment. These approaches do their best to realize the potential for high end computing to perform problem solving in a reliable manner. Computing end-users can go from user to complexity by simply clicking a series of buttons, written Scripts in a controlled written language, to be able to change and execute live code. Examples of end-user computing are systems built using fourth-generation programming languages, such as Mapper or SQL, or one of the fifth-generation programming languages, such as ICAD. EUC has evolved due to these key influences.

- **The effect of computer education.** In the early 1980s, the impact of good computer education programs in private and public schools, colleges, and industrial firms became apparent. IT services could not respond quickly enough to user requests, and backlogs piled up with jobs waiting to enter the computer.

Figure 3. The effect of computer education

- **Low hardware cost**. During this time, low-cost computers flooded the market.

Figure 9. The flood of low-cost computers

Virtualization

Virtualization technology is perhaps the most important issue in the field of IT which has started with a total change of the IT industry. The growing awareness of the advantages offered by virtualization technology stems from economic factors, scarce resources, management rules and competition. Virtualization is being used by an increasing number of organizations to reduce energy consumption and air conditioning needs, as well as to reduce the space available in the Server Data Room (Selimaj, nd.).

Figure 10. Virtualization

Virtualization is a combination of hardware and software engineering that creates Virtual Machines (VMs) - an abstraction of computing hardware that allows a single machine to act as if it were many machines at once. Today's IT challenge is the fact that it must always be aware of the latest technological developments. On the

other hand, this allows businesses to adapt a variety of resources, ensuring the infrastructure of the moment and for a much better future. sure.

Advantages of Virtualization

1. Consolidation of the server - A server that supports several VMs (virtual machines) must necessarily have a lot of memory. The CPU and other hardware parts will use a little or a lot of power, and will occupy the same physical space, reducing the cost and spending.
2. Testing and development - The use of virtual machines will rapidly increase development, isolating applications in a known and controlled environment.
3. Dynamic load balancing and disaster coverage - Server workloads are variable. Virtualization provides stability for virtual machines that are using a server's resources.
4. Virtual Desktop - The flexibility provided by virtualization allows a combination of several different operating systems in a single machine, reducing the space occupied by computers in offices, and the costs of hardware.
5. System reliability and security (Hajdari & Hajdari, 2021).

Disadvantages of Virtualization

- The high risk of a physical defect - In virtualization we have a single point of failure or defect. Imagine having five servers and understand very well what effect a single physical defect would have on these five servers, making all five servers fail. were going offline.
- It is not an easy technique.
- Not supported by all applications (Hajdari & Hajdari, 2021).

Virtualization as a term is very broad, but also as an extension, or more precisely as a use, it is also broad. But mainly we will give you some main uses, such as:

- Hardware virtualization
- Virtualization software
- Desktop virtualization
- Application virtualization
- Memory virtualization
- Storage virtualization
- Network virtualization (Hajdari & Hajdari, 2021)

Hardware virtualization or virtualization platform, refers to the creation of a virtual machine that behaves similar to a real computer and that carries an operating system. The concept is as follows: The software that runs in these virtual machines is separated from the hardware resources, so each MV has a part of the capacity of the computer's hardware. So if a computer runs a Microsoft Windows system, it can maintain a phantom virtual machine known as the 'host' from the first view it looks like a computer that runs e.g. in the Linux operating system. In hardware virtualization, the host machine is the actual machine on which the virtualization takes place, and the guest machine is the virtual machine.

Virtualization software It is a virtualization of applications or computer programs. One of the programs that is widely used for software virtualization is SVS (Software Virtualization Solution), developed by Altris. The concept is similar to hardware virtualization, where physical machines are simulated as virtual machines. Software virtualization involves creating a virtual layer or virtual hard drive space where applications can be installed. From this virtual space, applications can be executed, as long as they are installed on a host of an operating system.

When a user has finished using an app, they can 'turn off' it. When an application is turned off, any changes the application made to the host operating system will be completely reversed. This means that the input registry and

installed directories will not leave a trace when the application is installed or run at all. Software virtualization offers several benefits such as:

- The ability to run applications without creating a permanent registry or a changelog.
- The ability to run several versions of the same application.
- The ability to install applications that in one way or another would conflict with each other.
- Ability to test new applications in a single environment (Hajdari & Hajdari, 2021).

So from all these achievements, software virtualization provides many benefits and is easy to implement.

Desktop virtualization is the concept of separating logical desktops from physical machines. One form of desktop virtualization, Virtual Desktop Infrastructure (VDI), can be considered the most advanced form of hardware virtualization. It is based on the direct interaction of a host computer, by means of the keyboard, mouse and monitor connected to it. The user interacts with a 'host' computer through a network connection (LAN or Internet), using a desktop of another computer or mobile device. The 'host' computer in this scenario becomes a server computer, capable of holding several virtual 'host' machines at the same time with several users. For users, this means that they can access their desktop from another location at any time. Using desktop virtualization allows the company to be more flexible, in every last change of technology.

Application virtualization provides portability, management and compatibility of applications, encapsulating them in the underlined form of the operating systems in which they are executed. A full application virtualization is not installed in the first sense of the word, but it runs as if it were.

Advantages of Application Virtualization

- It allows applications to run in an environment that normally does not support that application.
- It can protect the operating system and other applications.
- Uses fewer resources than a separate virtual machine.
- Application virtualization protects operating systems and other applications from the damage that poorly written application code can cause.
- It runs incompatible applications side by side, at the same time and with a minimal increase in testing against each other.
- Reduces system integration and administration cost.
- It implements security and simplicity in the implementation of the operating system (Hajdari & Hajdari, 2021).

Memory virtualization adds the memory resources of individual systems in the data center and aggregates those resources into a memory pool that is made available to every computer in the cluster. The memory pool is accessed by the operating system or by applications running on top of that operating system. This shared memory pool can then be used as a fast cache, as a messaging layer, or as a shared memory resource for CPU or GPU applications.

Memory virtualization allows networked servers in a distributed architecture to share a memory pool between them, thus bypassing the limitations they may have on physical memory. It improves memory utilization by sharing scarce resources. It increases efficiency and reduces execution time for applications that have a lot of data and a lot of I/O operations.

Virtualization of systems of data storage (storage) is a tool by which we get better functionalities and more advanced features in data storage systems. In the context of data storage systems, two basic types of virtualization are distinguished:

1.   Block virtualization - refers to the separation of storage from physical storage in such a way that it can be accessed independently of the physical device or the distributed and diverse physical structure. This

separation allows the administrator of the data storage system to have more flexibility in the way he manages storage for end users.

2. File virtualization-eliminates the dependency between the data accessed at the file level and the physical location where these files are stored. This offers the possibility to optimize the use of storage and to carry out easier and problem-free migration of files.

Network virtualization is a process of combining hardware and software network resources and network functionality into a single software-based administrative unit known as a virtual network. Network virtualization is categorized as:

External - combination of several networks, or parts of networks, within a virtual unit or Internal - provides the network as a functionality of software holders in a single system.

The Most Useful Programs for Virtualization

In order to realize the virtualization, it was possible to create several programs, the ones we will mention are:

1. VMware
2. Virtual Box

VMware provides a complete virtualization of a hardware community of the guest operating system. The VMware program virtualizes the hardware for a video adapter, a network adapter and a hard disk adapter. The host provides paths, driver passes, for USB, serial and parallel guest devices. In this way, machines have high transferability between computers, because each host looks almost identical to the guest (Selimaj, nd.). Virtual Box is x86 software that is installed on a host operating system as an application. This host application allows guest operating systems to be loaded and run in a virtual environment.

Office Automation

One of the most encountered terms in the history of computerized business development is office automation, which is about the automatic application of computer technology in office work. Office automation as a process can be dated back to the 1960s when IBM coined the term word processing to express the idea that most office activities are focused on word processing. An advantage of OA (office automation) is the fact that it provides a communication channel between people outside and inside the company.

Tele-Employment

During the 1970s, as a result of the low prices of micro-computers and data communication devices, it became possible for individuals to work from home and thus the virtual office appeared for the first time. The term "tele-employment" was used because it describes precisely the idea that employees are "employed" electronically away from the company or firm).

Advantages of Teleworking

• The flexibility of scheduling work tasks while also accommodating personal tasks,
• The firm pays more attention to the communication needs of teleworkers than in an ordinary office environment, where information is communicated orally (Selimaj, nd.)

Disadvantages of Telecommuting

- Being isolated, they may not feel like important members of the organization
- Fear of job loss or career damage,
- Victims of an "electronic holiday",
- Increased family tension.

The virtual office is a service designed for those who need to have access to offices and business services, but avoiding the costs of opening a traditional office. OA's ability to connect people electronically has opened up new avenues in accomplishing office work. This made working in physical offices unnecessary. Such work can be done wherever the employee is - in a virtual office. The concept of the virtual office has its beginnings in telecommuting and hospitality.

The Meaning of Hospitality

- Tele-routeaccommodation for employees who do their office work at home, while accommodation is partially also in the office when necessary.
- The firm provides a central facility that can be used by employees if they need space or official support.
- Employees make reservations for the facilities they need based on the work they will be performing
- The advantages of hospitality are about a more efficient use of resources and space as well as a better focus on what is required to support the office staff.
- The risks are related to the loss of the "bonuses" of the employee who does not have a private office, loss of the sense of community, and a negative impact on the corporate culture.

Advantages of the Virtual Office

- Reduce the cost of infrastructure,
- Reduce the cost of equipment,
- Reduce the possibility of work interruption,
- Social contribution.

Disadvantages of Virtual Office

- Low morale
- Fear of risks tof security

The virtual office is not for everyone. Only when employees can discipline themselves to do most of the work without control and motivation, the work will not stagnate. The virtual office can be ideal for those employees who prefer to work alone and be their own boss. Office successesvirtual es encouraged the visionaries to extend its application to the entire firm – a virtual organization. In a virtual organization, actions across the firm are designed in such a way that they are not tied to physical events (Selimaj, nd.).

Social Impact of the Virtual Organization

- Industries that are most attracted to the concept of the virtual office and virtual organization are those that increase their value in the form of information, ideas and intelligence, which include education, health, entertainment, sports and consulates.
- The virtual office and virtual organization will reduce the demand for more gradations and people moving from one place to another making our cities quieter and more attractive places to live.
- Today almostall of the firm's activities are based on more information, ideas and intelligence than in the past. For this reason, universities and high schools include computer and informatics knowledge in their programs. IT and IS have become imperative in business processes (Selimaj, nd.)

Conclusions and Recommendations

This study has generally discussed the need for the development of innovation in entrepreneurship. In conclusion, we will list some conclusions that resulted at the end of this paper, as well as some recommendations to be taken into account for increasing the value of innovation that innovation adds.

➢ Enterprise is the basic unit that deals with the organization and coordination of factors of production. Entrepreneurship is a key factor for the economic and social development of a country.

➢ Innovation is an effective device, new idea, process, or innovative service which can be seen as the application for the best solution that meets the existing needs of the market or the new demands from the clientele. This is accomplished through the most effective services, products, processes, technologies, or ideas available to society, governments, and markets.

➢ In business and economics, innovation is a catalyst for economic growth or any type of enterprise. Innovation is a necessary condition for any kind of business, if we want that business to have a successful development and a sustainable life in the market.

➢ The main component task of innovations is the selection of problems related to organization, information, leadership and placement in the enterprise and in the economy as a whole.

➢ Online Marketing serves as a bridge between the company and the customers by having a wider scope

➢ Information systems are now an integral part of every company. These systems are used for collecting, storing, processing and reporting data in the company, serving them in daily operations, in the decision-making process, planning and sending important information for the organization.

➢ Business systems must always have the elements, which realize the function of leadership. .recommendation

➢ There must be innovation in the business model, integrating employees from different backgrounds and from different departments, being open to their ideas can bring innovation.

➢ For development and innovation in business,mustfor entrepreneurs to be prepared for change and open to learning from others, since the future is already here it's just unevenly distributed.

➢ Companies must bring innovative services, products, processes and technologies to the market, as it brings the development of efficiency within the company, as well as its financial rise.

➢ The development and increase in the use of online marketing, increasing the promotion of products in social networks, google ads, or other forms of marketing, since it increases the audience, enabling the internationalization of the service or product.

➢ The necessary use of information systems within the framework of efficiency development, cost reduction, immediate information supply, better customer service, as well as the enhancement of communication skills & methods.

Scientific Ethics Declaration

The authors declare that the scientific ethical and legal responsibility of this article published in EPSTEM journal belongs to the authors.

Acknowledgements or Notes

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