

Information Technology and its influence on the income statements of the PYMES

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Abstract: The objective of this research was to know if information technology influences the results of PYMES, this research was surveyed 120 business, using the chi-square test, where it concludes that the use of information technology has a positive influence, In the income statement, the degree of moderate relationship is related to the economic performance of PYMES, according to Cramer's V statistic. The influence on the economic result of SMEs is 70.8%, improves the management of the company by 81.7%, and helps to improve the income of companies in the marketing area by 58.3%.

Keywords: Information technology, Management, PYMES modules, income statement.

Introduction

This research allows to know the importance of obtaining knowledge with new communication information technologies, in modern ventures and strategies in virtual negotiations applicable to business in different parts of the world and in Peru, especially to be able to apply them in Barrancas, this research will allow know and generate a change in the mentality of PYMES.

On the myth of communication technology that is being developed in electronic commerce, consumers located in the segment of users of social networks, will receive the benefits of this research project, it seeks to have the sensitivity of entrepreneurs to do the use of information technologies from different sectors: tourism, hotels, wellness and health, education and recreation, and others.

The areas of information and communication in the current reality have been exponentially enhanced thanks to the development of technology, and this has given rise to what we know today under the name of TICS or information technologies and communication, which has undoubtedly revolutionized the procedures for transmitting information at all levels, and closing gaps in the way in which the employer can obtain higher profits with the use of technology.

Materials and Methods

Materials

The materials required for the investigation were, office supplies,

Study area

The research work was developed in the city of Barranca, North Lima Province, located 190 km northwest of the city of Lima, Peru (Figure 1). Geographically it is located between the UTM coordinates: 184 011E, 8 790 524 N, 240 765 E, 8 857 995 N; It has an area of 1355.87 km^{two}, and 133,904 inhabitants, which determines a population density of 98.76 inhabitants / km^{two}. Barranca is a prosperous city, with an influx of tourism, which is strategically located and contributes to the economic development of the Province of Barranca, based on agriculture and the fishing industry, in addition to the presence of primary and secondary educational institutions, supply market, supermarket, hospital and universities.

Methodology

To consider the areas where the statistical processing was developed was the map of the city of

Barranca, later a list of companies was considered, provided by the municipality, taking into consideration the types of the different sectors.

Statistic analysis

Cramer's V results, the degree of moderate relationship.

Results

In the city of Barranca they are immersed in activities such as commerce, transportation and various human activities, all of them make use of information technology and contribute to economic development, you can observe:

Regarding the use of computer equipment, indicate if the company uses

Table No.1

CATEGORY	FREQUENCY	%
COMPUTERS	68	56.7
MULTIFUNCTIONAL	32	26.7
MOBILE PHONE	106	88.3
POS	30	25

Regarding the use of computer equipment, companies indicate that they use a mobile phone, for commercial operations, 88.3% use the mobile phone and 25% use the POS.

Information Technology has helped improve the usefulness of the business

Table No. 2

CATEGORY	FREQUENCY	%
0-20	47	39.2
21-40	24	20
41-60	38	31.7
MORE THAN 60	11	9.2
TOTAL	120	100

It is observed in table No. 2 the utility has improved with the use of ITs, 39.2% stated that up to 20% improved their utilities and 9.2% more than 60%.

Information technology has helped improve the company's revenue

Table No. 3

CATEGORY	FREQUENCY	%
PRODUCTION	52	43.3
COMMERCIALIZATION	70	58.3
SALES	78	65
SERVICES	58	48.3

OTHERS	2	1.7
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It can be seen in table No. 3, the processes that have improved with the use of IT, 65% stated that the sales process has improved and 1.7% improved other processes.

Information technology has helped improve the management of the company

Table No. 4

CATEGORY	FREQUENCY	%
YES	98	81.7
DO NOT	22	18.3
TOTAL	120	100

Regarding the use of computer equipment, companies indicate that they use a mobile phone, for commercial operations, 88.3% use the mobile phone and 25% use the POS.

The company obtains a positive economic result derived from the use Information Technology

Table No. 5

CATEGORY	FREQUENCY	%
YES	98	81.7
DO NOT	22	18.3
TOTAL	120	100

Regarding, the company has obtained a positive economic result derived from the use of Information Technology, it is observed, 70.8% stated that there was a positive result and 29.2% stated that there was no positive effect .

Does the company use the following internet portals?

Table No. 6

CATEGORY	FREQUENCY	%
WEB PAGE	70	58.3
SOCIAL MEDIA	83	69.2

Regarding the use of the company's internet portals, it is observed that 69.20% use social networks and 58.30% use social networks.

Discussion

This research is similar to the work of Sobrevilla & Leonardo, & Pineda (2017), the comfort of the use of technology is sought, making use of social networks for the purchase and sale of products, seeking to satisfy the needs and consumer wishes.

In this research work, it is observed that 88.3% use the mobile phone and 25% make use of the POS, companies have been using the mobile phone as a basic tool for the development of their commercial activities. The services provided by the company on its website, it is observed, 72.1% use it for the presentation of the company and 8.20% follow up on their products. The use of the company's internet portals, it is observed, 69.20% use social networks and 58.30% social networks.

Conclusión

- The use of information technology is related to the results of PYMES; and according to Cramer's V statistic, the degree of relationship is moderate.
- Companies have obtained a positive economic result derived from the use of ICT, it is observed that 70.8% stated that there was a positive result and 29.2% stated that there was no positive.

Gratitude

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