© JUL 2026 | IRE Journals | Volume 10 Issue 1 | ISSN: 2456-8880
DOI: https://doi.org/10.64388/IREV10I1-1719962

The Role of Management and Entrepreneurship in Driving Innovation, Organizational Competitiveness, and Socioeconomic Development: Management Information Systems (MIS) Perspective.

JOHN KWUBAAKAOTO CHIOKWE
National Open University of Nigeria

Abstract- The integration of digital technologies into organizational processes has elevated Management Information Systems (MIS) from a support function to a strategic enabler of innovation, entrepreneurship, and sustainable socioeconomic development. This paper investigates how management and entrepreneurship foster innovation, enhance organizational competitiveness, and promote socioeconomic development through the lens of MIS. Drawing on established theories such as the Resource-Based View (RBV), Dynamic Capabilities Theory, the Technology–Organization–Environment (TOE) framework, and the Triple Helix Model, this study synthesizes existing literature to examine how MIS capabilities facilitate entrepreneurial opportunity recognition, strategic decision-making, knowledge management, process optimization, and digital transformation. It is argued that organizations that effectively integrate MIS with entrepreneurial orientation and robust management practices are better positioned to improve operational efficiency, stimulate innovation, strengthen competitive advantage, and respond proactively to rapidly changing business environments. The broader socioeconomic implications of MIS-driven entrepreneurship are also highlighted, including employment generation, digital inclusion, productivity enhancement, improved public service delivery, and sustainable economic growth. The findings contribute to the literature on digital transformation and strategic management by offering theoretical insights and practical implications for managers, entrepreneurs, policymakers, and researchers seeking to leverage information systems for sustainable organizational and national development. The study concludes that the strategic alignment of management, entrepreneurship, and MIS capabilities is a critical pathway for achieving long-term organizational resilience and inclusive socioeconomic progress in the digital economy.

Keywords: Management Information Systems (MIS), Entrepreneurship, Innovation, Organizational Competitiveness, Socioeconomic Development, Digital Transformation, Entrepreneurial Orientation, Strategic Management, Dynamic Capabilities, Resource-Based View.

I. INTRODUCTION

Management and entrepreneurship are fundamental drivers of innovation, organizational competitiveness, and socioeconomic development. In the digital economy, organizations increasingly rely on Management Information Systems (MIS) to support strategic decision-making, improve operational efficiency, and create sustainable competitive advantages. Entrepreneurship stimulates the creation of new products, services, and business models, while effective management ensures that organizational resources are coordinated efficiently to achieve strategic objectives.

Together, management, entrepreneurship, and information systems contribute significantly to economic growth, employment generation, technological advancement, and improved organizational performance.

The Role of Management in Innovation

Management plays a critical role in creating an environment that supports innovation by planning, organizing, leading, and controlling organizational resources. Effective managers encourage creativity, facilitate knowledge sharing, and promote the adoption of emerging technologies.

From an MIS perspective, management contributes to innovation by:

- Supporting data-driven decision-making through business intelligence and analytics.
- Investing in information technology infrastructure.
- Promoting digital transformation initiatives.
- Encouraging continuous learning and organizational knowledge management.
- Implementing information systems that improve operational efficiency and customer satisfaction.

Managers also establish policies that encourage research and development (R&D), collaboration, and continuous process improvement, enabling organizations to respond effectively to changing market conditions.

The Role of Entrepreneurship in Innovation
Entrepreneurship is the process of identifying opportunities, mobilizing resources, and creating value through innovation. Entrepreneurs introduce new products, services, technologies, and business models that address societal needs and market gaps.

Entrepreneurs leverage MIS to:

- Analyze market trends using big data analytics.
- Understand customer preferences through Customer Relationship Management (CRM) systems.
- Improve operational efficiency using Enterprise Resource Planning (ERP) systems.
- Develop digital business models through e-commerce and mobile technologies.
- Enhance innovation through cloud computing, artificial intelligence (AI), and the Internet of Things (IoT).

Entrepreneurial organizations are generally more adaptable to technological change because they readily adopt innovative information systems that improve competitiveness.

Management Information Systems as an Enabler of Organizational Competitiveness
Management Information Systems provide accurate, timely, and relevant information that supports strategic and operational decisions. Organizations use MIS to gain competitive advantages through improved efficiency, customer service, innovation, and resource management.

MIS enhances organizational competitiveness by:

- Improving decision quality through real-time information.
- Automating routine business processes.
- Reducing operational costs.
- Enhancing communication and collaboration.
- Supporting customer relationship management.
- Facilitating supply chain integration.
- Improving organizational agility and responsiveness.

Organizations that effectively utilize MIS are better positioned to compete in both domestic and international markets.

Innovation as a Source of Competitive Advantage
Innovation enables organizations to differentiate themselves from competitors. Management encourages innovation by fostering supportive organizational cultures, while entrepreneurship drives the commercialization of innovative ideas.

MIS facilitates innovation through:

- Knowledge management systems.
- Decision support systems.
- Business intelligence platforms.
- Predictive analytics.
- Digital collaboration tools.

These technologies help organizations identify emerging opportunities, anticipate customer needs, and improve product and service quality.

Contribution to Socioeconomic Development
Management, entrepreneurship, and MIS collectively contribute to socioeconomic development in several ways:

DOI: https://doi.org/10.64388/IREV10I1-1719962

Economic Growth
Innovative organizations increase productivity, stimulate investment, and contribute to national income through improved business performance.

Employment Generation
Entrepreneurship creates new businesses and employment opportunities, thereby reducing unemployment and improving living standards.

Digital Transformation
MIS accelerates digital transformation by enabling organizations to adopt modern technologies that improve efficiency and service delivery.

Improved Public Service Delivery
Governments increasingly use MIS to enhance transparency, accountability, healthcare delivery, education, taxation, and public administration.

Financial Inclusion
Digital financial systems promote access to banking and financial services, especially in developing economies.

II. CHALLENGES

Despite these benefits, organizations face several challenges in leveraging management, entrepreneurship, and MIS for innovation:

- Resistance to organizational change.
- High implementation costs of information systems.
- Cybersecurity threats.
- Shortage of skilled ICT professionals.
- Inadequate digital infrastructure.
- Data privacy and regulatory compliance issues.
- Limited access to financing for entrepreneurial ventures.

Addressing these challenges requires investment in technology, employee training, strong governance, and supportive public policies.

III. RECOMMENDATIONS

To strengthen the role of management, entrepreneurship, and MIS in fostering innovation and development, organizations should:

1. Invest in modern Management Information Systems and digital infrastructure.
2. Promote innovation through research and development initiatives.
3. Encourage entrepreneurial thinking and intrapreneurship within organizations.
4. Strengthen cybersecurity and data governance frameworks.
5. Develop employees' digital and analytical skills through continuous training.
6. Foster collaboration among government, academia, industry, and civil society (e.g., the Triple Helix Model).
7. Leverage emerging technologies such as Artificial Intelligence, Big Data Analytics, Cloud Computing, Blockchain, and the Internet of Things to enhance competitiveness.

IV. CONCLUSION

Management and entrepreneurship are central to fostering innovation, enhancing organizational competitiveness, and promoting socioeconomic development. When supported by effective Management Information Systems, organizations can make informed decisions, optimize operations, improve customer satisfaction, and adapt to dynamic business environments. In developing economies such as Nigeria, integrating sound management practices, entrepreneurial capabilities, and digital technologies can accelerate economic growth, improve governance, create employment opportunities, and support sustainable development. Consequently, MIS serves not only as a technological resource but also as a strategic enabler of innovation and long-term organizational success.

REFERENCES

[1] Laudon, K. C., & Laudon, J. P. (2022). Management Information Systems: Managing the Digital Firm (17th ed.). Pearson.

[2] Drucker, P. F. (1985). Innovation and Entrepreneurship. Harper & Row.

[3] Porter, M. E. (1985). Competitive Advantage: Creating and Sustaining Superior Performance. Free Press.

[4] Schumpeter, J. A. (1934). The Theory of Economic Development. Harvard University Press.

[5] Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). Entrepreneurship (11th ed.). McGraw-Hill Education.

[6] OECD. (2018). Oslo Manual 2018: Guidelines for Collecting, Reporting and Using Data on Innovation. OECD Publishing.

[7] (2026). Digitization Processes Implementation as an Innovation Management Tool Within Sustainable Development. Sustainability, 18(6), 2809.

[8] Historical Evolution of IT in Business - AI DIGITAL ART https://aidigitalart.com.ng/historical-evolution-of-it-in-business/

[9] Dhakal, S. (2025). Sustainable Practices and Their Impacts in the Pharmaceutical Supply Chain: Insights from Top Five Companies. https://doi.org/10.61096/ijphr.v13.iss1.2025.5-13

[10] A Comprehensive Roadmap for Implementing AI in Business: A Technical Guide https://www.augustahitech.com/blog/a-comprehensive-roadmap-for-implementing-ai-in-business-a-technical-guide