

Over the last several years, individuals and organizations in India and all over the world have invested significantly in information technologies and systems. They perceive that appropriate IT investment may significantly improve the firm's profit performance, but they do not know how to measure this performance nor do they know precisely how much should be invested in IT. Much of the investment that is made is based on hunch or intuition, on the assumption that real returns will result. It is widely believed that strategic Information Technology (IT) investments will enable firms to cut costs and compete effectively. An example of the latter is now taking place behind the scenes in the consumer packaged goods industry, where a new generation of data is producing a discontinuity in the information available to marketers. It is widely believed that strategic Information Technology (IT) investments will enable firms to cut costs and compete effectively. However, there are concerns about the choice of these technologies and their deployment and hence the organizations ability to successfully achieve appropriate returns from these technologies.

Introduction: Over the last years, individuals and organizations in India and all over the world have invested significantly in information technologies and systems. Keywords: Introduction, Role, IT concept, IT in business, Advantages, Mobile-commerce, Advance selling. Senior managers responsible for determining the level of IT expenditure are in a dilemma. Still others create .enhance marketing operations in ways that can change their character