

## APPLICATION OF INFORMATION TECHNOLOGY

### **16 tons of petition-data mining in the on-line administration system of the University of Szeged**

ZOLTÁN MAJÓ (*University of Szeged, Faculty of economics and business administration, Hungary, majo.zoltan@eco.u-szeged.hu*)

PÉTER SZAKÁL (*University of Szeged, Faculty of economics and business administration, Dean's Office, Hungary, szakal.peter@eco.u-szeged.hu*)

Related to using services, with the increasing spread of ICTs it is more and more common that some electronic service parts will be integrated into the process of the service. Since the service is not linked anymore to personal interactions, the behavior of the persons involved often changes as well. Our article examines the extension of electronic services, from the frame-giving e-commerce model of the services, through on-line services, to a higher educational on-line public service case-study, which analyzes the data files of the on-line administration at the University of Szeged, Faculty of Economics and Business Administration. It studies the appearance of the 7/24 impact and demonstrates the development of the organizational culture which can also be an effective tool of reforming business processes.

*Keywords:* information management, 24/7 effect, e-commerce, high-education management