Strategic information technology management: Perspectives on organizational growth and competitive advantage

Title
Strategic Information Technology Management: Perspectives on Organizational Growth and Competitive Advantage

Author
R.D. Banker
Robert John KAUFFMAN, Singapore Management University
Follow
M.A. Mahmood

Publication Type
Edited Book

Publication Date
1-1993

Abstract
This book aims to provide the latest information in a new and extremely important field - information technology investment and how it affects organizational economic and strategic benefits. Each chapter in this publication guides the reader through the IT investment literature. It then relates IT investment of organizational strategic and economic performance through the use of different models, methods and procedures. Finally, it provides strategies for making before-the-fact IT investment decisions.

Discipline
Computer Sciences

Research Areas
Information Systems and Management

ISBN
9781878289162

Publisher
Idea Group Publishing

City or Country
Harrisburg, PA

Citation

This document is currently not available here.

DOWNLOADS
Since May 28, 2018

SHARE

SEARCH
Technology Management & Competitive Advantage. Jason C. H. Chen, Ph.D. Professor of MIS School of Business Administration Gonzaga University Spokane, WA 99223 chen@gonzaga.edu. Technology Integration. Author biographies Technology Management: Perspectives on Organisational Growth and Competitive Advantage Documents.

Strategic Management A Competitive Advantage Management A Competitive Advantage Approach Concepts And Cases 14th Edition Strategic management a competitive advantage approach, download and read Documents. Human Resource Management Gaining A Competitive Advantage Competitive Advantage - Strategic Perspective. POOLAD DANESHVAR. Keywords: Information technology, Corporate strategy, Competitive advantage, Value chain, Strategic Alignment. 1. Introduction. Today, most organisations in all sectors of industry, commerce and government are fundamentally dependent on competitive performance through their impact on management processes, personnel, and organisational structure. Ward and Peppard (2002) explored different views of strategic information systems. The dimensions of Figure. Based on an extensive review of academic and practitioner perspectives on competitive strategies and competitive advantage, there are five strategic thrusts to enhance a firm's competitive advantage. These are differentiation Using information technology to tackle a business problem the same way the other companies have been doing is probably not going to give a firm the competitive advantage. The company has to invent or develop creative ways to create something new their competitors don't have yet. Below I have listed a few detailed points on the Use of Information Technology in Competitive Advantage. 1. The CEO's Attitude Toward Information Technology. Business people must understand the use of information technology to gain competitive advantage. In this case, they work hand in hand with a technical team to achieve this goal. Designing an information system that gives the competitive advantage needs at least two things.

Technology Management: Perspectives on Organisational Growth and Competitive Advantage Documents.