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Business-IT Strategic Alignment Concept in Theory and Practice

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| Abstract: | Business-IT strategic alignment is one of the most popular modern management concepts in business and IT management particularly in academia and industry. It refers to the degree of congruence between business and IT strategies. The dramatic increase in the role of IS/IT in business and industry lately recognized as IS/IT became an inseparable part of business and industrial organizations in all sectors including government, healthcare, and education. Ensuring that IS/IT delivers a value to... more |
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Journal of Business Theory and Practice. Strategic alignment focuses on the activities that management performs to achieve cohesive goals across the IT (Information Technology) and other functional organisations (e.g., finance, marketing, H/R, research, manufacturing). Therefore, alignment addresses both how IT is in harmony with the business, and how the business should, or could be in harmony with IT. Alignment evolves into a relationship where the function of IT and other business functions adapt their strategies together. Achieving alignment is evolutionary and dynamic. 1. Does the level of strategic alignment between IT and business strategy have an impact on how IT is integrated in a merger? 4. 1.4 Structure of thesis. This thesis is structured in the following manner. The third chapter then builds a framework by utilizing the theories and material outlined in the literature review. The framework forms the basis on which the case company can be evaluated In the fourth chapter the chosen research methods and the approach that has taken is outlined, along with the justification. It is the alignment and focus of these two sets that is paramount to success in aligning the overall IT strategy and business strategy. 14. Figure 3 Strategic Alignment model (Henderson & Venkatraman, 1993). strategic) IT business alignment on IT usage? of IT in business processes seems to be an important support and are supported by the business mission,. Information Processing Theory Revisited - IEEE Computer Society. requirements, and to link this congruence with organizational internationalization process and thus build a competitive To explore the differences between the theory and practice of BIA we formed focused discussion groups of IT managers and CIOs of medium sized and large organizations in the Netherlands. In total 23 participants from trade, manufacturing and financial companies joined in three separate groups. The discussions were aimed at exploring the following questions. •