

Nama : Albin Favian

NIM : 1321065


Kelas : SA02

KUTIPAN JURNAL PADA BUKU STRATEGIC PLANNING

A concise but somewhat narrower definition offered by Lederer and Sethi¹ is ‘the process of deciding the objectives for organizational computing and identifying potential computer applications which the organization should implement.’

LINK JURNAL: <https://www.jstor.org/stable/249212?origin=crossref>

Have library access? [Log in through your library](#)



All Content

Images

Search journals, books, images, and primary sources

Q

Albin Favian ▾

Workspace Search ▾ Browse ▾ Tools ▾ About Support

99/100 free article views remaining

Subscribe for unlimited article views and up to 120 article downloads. [Learn More](#)


MIS Quarterly / Vol. 12, No. 3, Sep., 1988 / The Implementation of Strategic Informat...

JOURNAL ARTICLE

The Implementation of Strategic Information Systems Planning Methodologies

Albert L. Lederer, Vijay Sethi

MIS Quarterly, Vol. 12, No. 3 (Sep., 1988), pp. 445-461 (17 pages)

<https://doi.org/10.2307/249212> · <https://www.jstor.org/stable/249212> 


Cite

Share

Save

Subscribe (\$19.50)

Download (\$14.00)



Processes

Developing an IS/IT strategy is taken to mean thinking strategically and planning for the effective long-term management and optimal impact of information in all its forms: information systems (IS) and information technology (IT) incorporating manual and computer systems, computer technology and telecommunications. It also includes organizational aspects of the management of IS/IT.

A concise but somewhat narrower definition offered by Lederer and Sethi¹ is 'the process of deciding the objectives for organizational computing and identifying potential computer applications which the organization should implement.' A further perspective, underpinning the close relationship between business and IS strategies is: 'An IS strategy brings together the business aims of the company, an understanding of the information needed to support those aims, and the implementation of computer systems to provide that information. It is a plan for the development of systems towards some future vision of the role of IS in the organization.'² A more recent definition, which fits with the approach of this book, is 'the process of identifying a portfolio of computer-based applications to be implemented, which is both highly aligned with corporate strategy and has the ability to create an advantage over competitors.'³

The most common aims for organizations adopting an IS/IT strategy process are:

- alignment of IS/IT with the business to identify where IS/IT contributes most, and the determination of priorities for investment;
- gaining competitive advantage from business opportunities created by using IS/IT;