1. **How do Information Systems enable organizations to gain a competitive advantage in the marketplace?**

Information systems can enable organizations to gain a competitive advantage in the marketplace in several ways. Here are some of the ways that information systems can help organizations:

**Organizational learning:** Information systems can be useful in gathering and processing information to facilitate organizational learning and adaptation to market requirements. By acquiring information from the environment and from within the organization, information systems can help organizations make high-quality decisions and stay competitive

**Resource-based view:** Information systems can be viewed as an internal resource that can provide a sustainable or transient competitive advantage. By leveraging information systems as a source of competitive advantage, firms can improve their performance and establish a stronger market position.

**Strategic information systems:** The implementation of strategic information systems (SIS) can have a positive effect on competitive advantage in the banking industry. Effective SIS operations and properties can lead to differentiation, growth, and innovation in banks, which can improve their competitive position.

**Organizational strategic management process**: Aligning business strategy with information technology strategy is essential for achieving greater business value from IT investments. By exploring the underlying conditions and risks associated with implementing IT systems, organizations can achieve a competitive advantage through continuous support from both IT and business managers and executives.

Overall, information systems can provide organizations with valuable insights and tools to help them stay competitive in the marketplace. By leveraging information systems effectively, organizations can improve their decision-making processes, performance, and market position.