

BUSINESS VALUE OF IT
Module Paper 1
MIS 764

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Integrative Conceptual Summary

Business Value of IT

Every organization has a different idea on what the Business Value of IT is and that can even differ among each individual project. This is something each firm needs to pay attention to whenever they have IT related projects, the value can be measured in different ways like performance, security and/or usability. In various conditions, value is created through diverse means, as productivity varies due to factors such as automation, business optimization, profit, and consumer surplus. Being able to fully understand what the business value of a company is and recognizing how information technology can enhance operational efficiency allows firms to get a competitive advantage.

In the article Assessing the Connections among Top Management Support, IT Assimilation, and the Business Value of IT: A Meta-Analysis Assimilation, and the Business Value of IT: A Meta-Analysis, it talks about that there is no real broadly accepted definition of IT/IS. There is an unclear link between IT assimilation and business value. Researchers could not come up with something that is homogeneous that is used across all organizations. This causes a notable challenge in assessing the business value of IT. This lies in the absence of conclusive evidence regarding the connection between investments in Information Systems (IS) and the creation of value. Despite extensive research on the implementation of IS systems for value creation, there is a great amount of scarcity in empirical evidence demonstrating the tangible monetary benefits it can create.

Reading 1: Co-creation (come together to create value teams work on diff things to bring ideas together to create overall value in IT co-creation is large influence on IT value, invites multiple resources to expand on capabilities, examples include, collaborative planning, forecasting, replenishment

Reading 2 Meta analysis - resource based view to explain value of it- look at fig 1 journal of association for Is

Reading 3 Max business value through assimilation -

No real boardly expected definition of IT/IS unclear link between IT assimilation and business value (researchers could not come up with something that is homogenous)

4th paper IS VS IT

Is is broader umbrella the people the policy the prdoucers of ususing the technoclay we tend to use them ineterganchaeble , IT is a very narrow concept

Developing IT Strategy for Business Value

Data As a Strategic Resource in Organizations

Critical Analysis of the Reading

References

Length will be at least 5 pages, double spaced, excluding references

- o Each paper would be an integrative conceptual summary and critical analysis of the readings in that respective module
- o Each of these term papers is 25 points
- o There will be only one submission per group. Choose a team leader who uploads