HITA: Portfolio Management Applications

Term Project

UNLV MIS 764

Written By:

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Introduction

Introduce HITA, Harmonious Information Technology Affordances

Current Measurement Techniques

Find paper where HITA is first Introduced   
  
Find paper where HITA or Organizational HITA is measured.

Probably the U-shaped non-liner paper in the title

Explain measurement techniques used in paper.

Develop an alternative way to measure HITA using a company’s publicly available financial statements.

Motivation

Develop a way to integrate HITA into investment decisions as an additional variable for portfolio management applications.

Literature

Importance

Theory

Conceptualization

Selection Used Random number generator 8 companies from sp 500

395 Packaging Corp of America PKG

9 Eli Lilly & Co. LLY

443 The J.M. Smucker Company SJM

335 Coterra Energy Inc. CTRA

156 Air Products & Chemicals, Inc. APD

13 Exxon Mobil Corporation XOM

49 Pfizer Inc. PFE

40 Abbott Laboratories ABT

Compare Intangible Assets and Revenue

Revenue per employee

Reason for using intangible assets

It’s not easy to determine how much of a balance sheet is IT related

IT assets would be part of plant, property, and equipment, but a more granular

Breakdown may take more

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