Modelling IT Alignment in Multi-Business Service Organizations

Project Statement

This is a three-year Australian Research Council (ARC Discovery) project to develop a new way to conceptualise and measure IT alignment.

In tackling this issue we seek an alternative to the extant theoretical models of IT alignment that lack realism by placing emphasis on high level concepts of fit.

This research co-funded by the ARC, The University of Wollongong and will enable Australian industry to get greater value from its existing levels their expenditure in IT.

Approach

The specific aims of this project are to:

1. Reconceptualize strategic IT alignment to discriminate between corporate and SBU strategy and corporate IT strategy (IT infrastructure and capabilities) and SBU IT strategy (the portfolio of SBU applications).

2. Reveal how the strategic orientation of multi-business organizations influences internal fit between organization-wide IT capabilities and SBU applications, and coherence amongst corporate IT and SBU IT specialists.

3. Advance methods that more effectively model the IT alignment trade-off between investment in organization-wide IT capabilities and SBU applications.

Project Outcomes

This is a new project