Assessing the Strategic Value of Information Technology

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Reviews

Basically no phrases to clarify. It really is rally fascinating throgh reading time. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Anabel Zemlak)

ASSESSING THE STRATEGIC VALUE OF INFORMATION TECHNOLOGY

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GRIN Verlag Jul 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject Information Management, printed single-sided, grade: 2,0, University of Göttingen (INSTITUT FÜR WIRTSCHAFTSINFORMATIK), course: Informationsmanagement, language: English, abstract: This report aims to take a critical look at an article from Paolo Neirotti and Emilio Paolucci, both working at the Politecnio di Torino Technical University, Department of Business and Production Engineering. The article surveys the strategic value of IT on companies, specifically those who are active in the insurance sector. Neirotti and Paolucci claim in their work that many IT projects fail, although companies today are aware of the pitfalls of IT investments and that many IT applications have become commodities. Obviously IT has a strategic value to firms but they have not determined how IT management capabilities and IT governance schemes explain commonalities and differences in their use of IT (Neirotti & Paolucci, 2007, p. 568). They analyzed the insurance industry in the US and Europe through 20 case studies and also made an analysis on 30 Italian firms (panel study). This report is going to throw light on the conclusions made in that article and evaluate them from a new perspective. 16 pp. Englisch.

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