

Strategic alignment antara strategi bisnis dan strategi sistem informasi

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Abstrak

This study examines the impact of alignment on perceived business performance using Miles and Snow's popular classification of Defender, Analyzer, and Prospector in business strategies. Profiles for the business strategies are developed using Venkatraman (1989). Theoretical profiles for the strategic companies are developed using four types of system, namely operational support system, market information system, strategic decision support system. The selected companies for the study come from five different types of industry, namely bank, manufacturing companies, insurance companies, hospitals, and leasing companies.