Effectiveness of Information Technology Strategy in an Organization: A Case Study

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By

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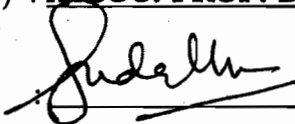*(has presented his/her project of the following title)*

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Abstract

Information Technology is a tool for an organization to compete with the competitor in the same sector. The purpose of developing IT strategy is to ensure that there is a clear relationship between IT investment and the overall organization goal. Furthermore it should support the business strategy to achieve the organization goal and objective. This project will focus on indicating the influence of IT strategy in the organization and how the IT strategy can improve business performance in construction, publication and agriculture sector. The researcher used case study approach for conduct this study. In the study of the effectiveness of IT strategy in organization, the study found that there are link between business and IT strategy that help an organization to achieve their goal. Besides that, IT investment in an organization is related with business and company needs. Decisions making for IT investment are make to fulfil business needs and help to improve organization performance.

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About the Author

Ubai Ratri, who has been involved in various kind of coursework projects since she entered Universiti Utara Malaysia on December 2005. Had completed her study in Bachelor Degree in Information Technology and majoring in Software Engineering. After her study, she was working with Dell Asia Pacific at Penang as Technical Support Specialist. In her career life, she also involve in IT field. She further study in Master Science in IT on December 2009 at University Utara Malaysia. Her experience in campus and career life lead her to become more confidence, independence, motivated and accustomed to many difficult problem. Based on knowledge in IT strategy and experience working in big company, the author proposes this research topic to her supervisor. Her intention is to study in dept of IT implementation in an organization. This going to be final project that completed by the author to accomplish her study in Master Science (IT). The author hope that this paper will help in clear understanding IT strategy and the relationship between IT and organization and also between IT strategy and business strategy. The author also hopes that her initial idea will be success.

For any question, doubts or comments, the author can be reached via

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Table of Contents

List of Figure

List of Table

List of Abbreviations

IT   Information Technology

IS   Information System

WASB   Widad Argo Farm Sdn. Bhd.

WBSB   Widad Builder Sdn. Bhd.

WEHSB   Widad Equity Holding Sdn. Bhd.

WPSB   Widad Publication Farm Sdn. Bhd.

CHAPTER 1: INTRODUCTION

1.1 Introduction

In this chapter present the background of study related with the effectiveness of IT strategy in an organization. After that following with problem statement, research question and research objectives. Follow with presenting the significant of the study. The limitation of study is present on the final part of this chapter.

1.2 Background of study

Information technology (IT) plays a strategic role in modern organization and IT strategy works as a guideline for IT investment, IT project investment and implementation, and IT service. In the new era, every company uses IT and Information System (IS) to improve its competence. (Raymond

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