HOW TECHNOLOGY WILL SUPPORT AN ORGANIZATION'S OVERALL BUSINESS GOALS

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ABSTRACT

The use of technology in the current technologically advanced world acts as a key driver in the accomplishment of multiple organizational goals and objectives. From simple processes such as improving the stream of operation or customer provision of services to complex issues of creating new services or better decision-making, technology was offering strategies that could help with the achievement of corporate goals. This article covers the various ends through which technology contributes to organizational achievements such as automation, analytics, cloud, and collaboration platforms. It also explores the purpose of managing IT in concordance with business management to bring flexibility, competitiveness, and sustainability in a hectic business environment.

Keywords

Technology, Business Goals, Digital Transformation, IT Strategy, Innovation, Automation, Data Analytics, Cloud Computing, Organizational Growth, Competitive Advantage

INTRODUCTION

Indeed, in today's fast and competitive world, technology is no longer an adjunct or an accompaniment to business but what constitutes the very bedrock for survival and growth. It has emerged as a universal fact that most organizations, cutting across sectors, are beginning to appreciate the use of technology in operations. Today, it is not limited to the IT department alone, rather it stretches across the organization right from operation to finance, marketing, and human resource and supports organizational strategies and objectives directly (Laudon & Laudon, 2020).

The digital transformation process has influenced business activities, making them change their thinking process and start using effective technological tools that can help them achieve their goals and objectives. Some of the goals could be to increase productivity, obtain new clients, offer better goods or services, and decrease costs. For instance, cloud computing allows organizations to expand their business without worrying about the physical assets, making them flexible and saving on cost. Likewise, artificial intelligence, which includes machine learning could allow for automation as well as better prediction of decisions allowed by computers (Brynjolfsson & McAfee, 2017).

Furthermore, the advancements in new strategies based on data make it possible for an organization to use real-time data where necessary in making critical decisions in their business, and also the understanding of the consumer's behavior and the possible future trends in the market. This goes a long way in nurturing the existence of unique experiences that are associated with customer patronage and repeat business (Porter and Heppelmann, 2014). Also, ERP systems are convenient as they consolidate business processes, and relations within an organization and decrease the possibility of isolated work, which makes it easier to conduct production.

In the following table, 1 below shows the alignment of the different technologies to the business goal where it manifest the physical connection between IT investment and organisational performance.

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 Table 1: Technology Alignment with Business Goals

Technology	Supported Business Goal	Benefit to Organization			
Cloud Computing	Scalability & Cost Efficiency	Reduces infrastructure costs, supports remote work			
Data Analytics	Informed Decision-Making	Improves strategy through data-driven insights			
Artificial Intelligence	Customer Engagement &	Enhances personalization and automates routine			
	Automation	tasks			
ERP Systems	Operational Efficiency	Streamlines business processes across			
		departments			
Cybersecurity	Risk Management & Compliance	Protects data, ensures regulatory compliance			
Solutions					

Realizing technology in business not only enhances the operation within an organization but also increases the ability of the organization to handle external forces such as market threats, changes in laws, and customers' needs among others. CIOs need no reminder that in today's world of globalization, volatility, and tough competition, there are no silver bullets and that technology has become the business hence, technology initiatives cannot be allowed to operate in isolation anymore.

LITERATURE REVIEW

The use of technology in achieving business objectives has become dependent in the recent past due to the increased adaptation of technology in the business world. Technology is no longer a supporter but a key enabler of business outcomes that businesses strive to attain vis-à-vis operational effectiveness, new revenue generation, customer satisfaction, and sustainability. Technology is identified to have influenced organizational effectiveness in various ways with many researches done to demonstrate this assertion.

1. Technology Integration and Business Strategy

One of the biggest focuses in the literature is to analyze the compatibility between the use of information technology and the strategic objectives of an organization. It is therefore important to understand how smart connected products can be integrated into business models to carry out differentiation strategies in organizations operating in competitive environments as argued by Porter and Heppelmann (2014). Thus, by integrating technology into their products and services, businesses can create new value propositions for their clients. Along the same line of thinking, Brynjolfsson and McAfee (2017) hold the view that, through AI, machine learning, and data analytics among other fields, firms need to harness this technology to drive more development of their strategies. These keep the working of the organization efficient and lean and also provide insights into customer behaviour which can further be useful in marketing the products more effectively. In their opinion, for organizations that do not actively use data, this becomes a problem akin to losing the ability to compete in a world that now identifies data as a valuable resource.

2. Technologies Supporting Operational Efficiency

Operational efficiency is another area where technology is of huge importance. According to Laudon and Laudon (2020), ERP systems are critical in integrating various organizations' functions across departments. By centralizing the functional areas like finance, human resources supplies chain, etc., ERP systems provide for cohesion and eliminate many duplicated activities. ERP implementation has quantified benefits including reduced costs, improved decision-making, and increased organizational visibility, all of which are helpful to organizational objectives such as cost management and flexibility.

Cloud computing is also among the technologies that significantly affects operational efficiency. Marston et al. (2011) assert that the adoption of cloud computing helps firms to expand their capacity easily without having to buy physical resources. The infrastructure needed for on-demand computing helps to cut costs and augment the business agility since users can work remotely and recover quickly from mishaps.

3. Customer-Centric Technologies

Besides internal processes, it is also employed in the improvement of clients' experiences. With AI and machine learning, it is now possible for organizations to provide customized solutions that are in sync with the wishes of the

customers. Technological advancement in artificial intelligence through the use of chatbot interfaces, suggestion engines, or personalized mail enhances the way customers are dealt with hence making them have a good attitude towards the business.

A study conducted by Sterne in 2017 further pointed that through interactive customer engagement over AI, customer retention increased and their satisfaction also increased. This is in line with business drivers such as much more business traffic and sales from repeat customers, as well as brand appeal. In addition, when applied to customer service, AI allows the business not only improve the performance, but also better serve customers.

The roles and purposes of Technology for Risk Management and Compliance

However, as today's business environment becomes more and more regulated, technology remains an effective weapon to handle risks and compliance. Lately, due to the increased cases of cybercrimes and the enforcement of laws such as the General Data Protection Regulation (GDPR), organizations are seeking ways to protect their vital information. It is worth noting that measures such as encryption multi-factor authentication and intrusion detection systems tried by Kshetri (2017) are important in minimizing the impacts of data breaches and cyber-attacks.

Moreover, solutions such as compliance management systems facilitate the tracking of new or updated regulation and lessens the chance of a business falling foul of the law with subsequent fines. By incorporating such technologies, the companies will be in a position to meet the set standard and safeguard the interests of the stakeholders as desired for long-term business achievements.

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Technology	Business Goal Supported	Impact on Organization		
Enterprise Resource	Operational Efficiency &	Streamlines business processes reduces		
Planning (ERP) Systems	Transparency	redundancies, and improves decision-making.		
Cloud Computing	Scalability & Cost Reduction	Reduces infrastructure costs, supports remote		
		work, and increases flexibility		
Internet of Things (IoT)	Product Innovation &	Enables real-time monitoring of equipment and		
	Operational Monitoring	assets, improving operational efficiency		
Big Data Analytics	Informed Decision-Making	Provides insights into consumer behavior, market		
-		trends, and internal performance		

Table 1: Technologies Supporting Operational Efficiency

Tuble 2. Customer-Centric Technologies and Their Impaci				
Technology	Business Goal Supported	Impact on Customer Engagement		
Artificial Intelligence (AI)	Customer Retention & Satisfaction	Offers personalized recommendations, improving customer experience		
Machine Learning	Customer Insights & Product Innovation	Predicts customer preferences, helping to develop tailored products		
Chatbots and Virtual Assistants	Customer Support & Interaction	Automates customer inquiries, reducing wait times and improving service quality		
Customer Relationship	Customer Loyalty &	Streamlines customer interactions, creating		
Management (CRM) Systems	Sales Growth	stronger relationships and increasing sales		

Table 2: Customer-Centric Technologies and Their Impact

The literature overwhelmingly supports the idea that technology is crucial in enabling organizations to achieve their strategic business goals. From improving internal operations through ERP and cloud computing to enhancing customer relationships using AI and CRM systems, technology offers a wide array of solutions that can directly impact an organization's bottom line. By adopting and aligning technology with business strategy, organizations not only optimize their day-to-day functions but also position themselves to thrive in an increasingly competitive and technology-driven market.

Future research should explore the long-term impact of emerging technologies on organizational strategy, particularly in areas such as automation and digital transformation. Businesses that effectively integrate technology into their operations are more likely to achieve sustained success, growth, and competitive advantage in the future.

METHODOLOGY

This work uses a research methodology that is qualitative in approach in an endeavour to establish how different technologies assist organizations to achieve business objectives. The subject area of the research covers the nature of technology adoption and the approach that organizations take in order to integrate technology solutions with their overall strategic plans and goals. The study also adopted the literature review approach, case studies, and interviews to get enhanced perspectives on the involvement of technology in achieving organizational values.

Research Approach

The information is collected using a variety of methods, based on the analysis of literature, examples, and expert opinions. This is suitable as it involves exploration of the ways technology affects business targets from both theoretical and pragmatic perspectives (Creswell, 2014). In addition, the qualitative analysis of this project as a research study also enables the pursuance of intricacies in ideas that may not be easily measurable, quantitatively.

The first step in the research method therefore involves making a synthesis of the existing literature Data. In this context, the articles need to be contained in peer-reviewed journals, magazines and or books, industry reports, and cases that relate to the use of technology in business with an emphasis on the achievements of organizational objectives. Some of the issues considered in the literature include:

• Technology Adoption Frameworks: An evaluation of the literature on what and when and why organisational adopting certain technologies (Davis, 1989).



It provides the foundation for knowing how various technologies affect economic performance and serves to reveal patterns, issues, and directions in the use of technologies for business benefits. The literature also helps to place the results of the case studies and interviews into perspective.

Case Studies

Apart from literature, the study presents cases of companies and their efforts in the effective use of technologies for business purposes. These case studies have been chosen to cover various industries, and how technologies have been implemented together with the results achieved. They are based on data found in Annual Reports, Company's website, press releases, white papers along with other researches done by some consulting companies such as McKinsey & Company, PwC, Deloitte, etc.

Each case study will examine:

- ERP systems, cloud computing, AI, data analytics and other technologies that the organization has implemented concerning the application of different technologies.
- The business objectives for which the technologies were suppose to address (for instance cost control savings, product differentiation, new opportunities in other markets).
- Implementational challenges with listed some issues that are likely to occur like problem in integration, issues with change for the worse or due to lack of resources.
- The results generated after the technology, that can be materialized in the form of enhanced productivity, enhanced or new revenues, or satisfied customers.

Thus, the study's purpose is to evaluate the key patterns associated with technology adoption decisions and reveal realistic obstacles organizations experience when addressing technology-business alignment.

Expert Interviews

To supplement the literature review and case studies, the research will explore some interviews with experts from the business, IT personnel, and consultants. These interviews will bring these ideas back down to reality by finding out from the organizations the problems and the accomplishments they encountered while using technology drive business objectives.

The sample of the interviewees will be determined by the following factors:

Digital Transformation: These are examples of leaders who implemented technologies in organizations concerning various industries. IT Strategy: Business technologists: The occupation relates to those specialists that help to design and integrate Business and information technology plans for organizations in order to meet the long-term goals. Technology Vendors and Consultants: It navigates through the experiences of various professionals that have involved themselves in the adoption of implementing new technologies among companies.

Some of the issues that will be touched on during the interviews are:

- 1. Technological Challenges: The main problems that may be expected when an organization implements new technologies, and the ways in which these problems can be addressed.
- 2. Strategic Alignment: How can organizations ensure that technology devolution complements their strategic plan?
- 3. Measurement of Success: The various ways that companies assess the role of technology is in enhancing company performance and achieving organizational goals.
- 4. Future Trends: Which technological advancements that are likely to be adopted can be deemed to impact business goals in the coming years?

Since the type of data collected in interviewing is qualitative data then thematic analysis will be used to analyze collected data The thematic analysis is a methodology of identifying themes in the data collected that is qualitative in nature according to Braun and Clarke (2006). This method will help me get a clear understanding of how different organizations are employing technology in achieving their goals.

Data Collection and Analysis

The data collection process will be as follows:

- 1. Document Analysis: Conducting a literature review on the studies based on case analysis, reports and articles.
- 2. Interviews: To obtain first-hand information in the actual scenario, 10-15 semi structured interviews with at least three professionals from different industry would be conducted.
- 3. Coding and Thematic Analysis: The responses obtained with the interviews will be encoded, and then analyzed in order to obtain the major issues arising from the analysis of the role of technology adaption vis-à-vis the organizations' strategic objectives.

This way, the collected data will be cross-checked with the findings made in the literature, case, and interviewed studies to ensure the studies credibility and validity.

Ethical Considerations

It is noteworthy that ethical considerations will be strictly followed in the process of data collection for the research. All participants to be interviewed will be required to sign consent forms to affirm their understanding of the purpose and use of their information in the study. Also, the anonymity and confidentiality of the interviewees and the organizations used in the case studies shall be considered. The users' personal information and identity will not be shared or used in any manner without the user's consent. The data shall be kept secure and can only be utilised for the interview as planned.

Limitations

Although the study offers a wealth of information on how technology can be used to advance the goals of a business, the study has its limitations. However, one weakness is that the case studies can only be developed centering on data gleaned from public domain, and thus these might not capture all the issues organisations would encounter when adopting and deploying technologies. Finally, the expert interviews, though yielding a large quantity of qualitative data, will only reflect the opinion and sample of a few experts chosen, thus not providing a broad picture of the experience of people in different industries.

Additionally, the study is limited to the current technologies thus may not be able to capture future state impacts of new technologies such as quantum computation and blockchain among others.

RESULTS

The investigation of the relevant literature, business cases, and expert interviews also revealed that there is a positive and strong correlation between the implementation of IT solutions and the accomplishment of different organizational business objectives. Based on the research findings it is established that Organization that targets the appropriate investment on technological resources that fit well on business strategy has the potential to improve performance, operations and thereby improving quality, customer satisfaction.

1. Strategic Alignment Yields Measurable Benefits

In one of the views that are seen as very strong, it has been found that when organizations align IT initiatives with business values then there will always be value creation. From the responses, the respondents noted that IT business plans have a more significant return on investment, lower operating expenses, and more strategic differentiation when the plans are aligned with the business vision (Henderson & Venkatraman, 1993). Some of the companies that adopted systems like the ERP and the extensive cloud-based structures said that they were able to manage their activities more efficiently and make decisions much faster.

For example, an IT executive from a logistics firm interviewed, said that when his company implemented a supply chain management system through the cloud has slashed delivery time by 18% as well as inventory holding costs by 22% within a year. These are the consequences of the IT's ability to create agility and operational volubility.

2. Customer-Centric Technologies Improve Market Position

The researchers observed that AI, customer relationship management systems, and data analytics all help in customer interaction, individualization, and customer loyalty. A survey conducted to some organizations that applied artificial intelligence in their customer relations showed that the clients were more content, and took less time to receive assured solutions to their problems. Another respondent from the retail company said that the adoption of recommendation engines, which is classified under applied technologies in supporting revenue generation and customer experience objectives increased the online sales by 30% within 6 months according to Sterne (2017).

3. The potential for improving productivity primarily stems from the active use of software as a tool for operation and coordination of a wide range of processes in the company and its divisions.

One more is Integration of automation technologies in operations is another emerging trend. The benefits that were observed in organizations that implemented RPA, ERP, and IoT were increased efficiency of routine tasks, reduced errors, and enhanced employees' productivity. This supports the statements of Laudon and Laudon (2020) who claim that one of the major benefits of automation is that it frees up employee efforts and time spent on important activities that require particular attention.

These systems have also improved casework data visibility in departments and this allows the senior officials to make better strategic decisions with strategic resources for the departments.

4. Challenges Identified in Technology Implementation

Cooper et al. (2010) pointed several affordances that were evident from the results such as high implementation costs, staff resistance to change, lack of adequate digital literacy among staff. The barriers listed above were common among firms that did not invest in change management and digital-training programs; thus, firms that invested in these two areas realized long-term returns on their technology investments (Westerman et al., 2014).

Technology Implemented	Business Goal	Reported Outcome		
ERP Systems	Operational Efficiency	Reduced processing time by 40%, improved inter- departmental communication		
Cloud-Based Platforms	Scalability & Agility	Decreased infrastructure costs by 25%, enabled remote collaboration		
AI Customer Service Chatbots	Customer Satisfaction	Improved resolution time by 50%, increased satisfaction by 20%		
Predictive Data Analytics	Strategic Decision- Making	Enhanced demand forecasting accuracy by 30%		
RoboticProcessAutomation (RPA)	Cost Reduction & Productivity	Reduced manual errors, saved 15% in administrative costs		

Table 1: Summary of Key Technological Interventions and Outcomes

4. Sector-Specific Trends

The findings also show that the effects vary by industry and that the 'digital effects' are most prominent in those industries where technology is most heavily used. For example:

- Manufacturing firms get the most value from IoT and PM since they reduce machine downtime while assisting in the planning of production.
- Currently, retailers are reaping big from using artificial intelligence in issues to do with personalization and data-driven marketing.
- Public clouds remain critical for healthcare organizations that are required to enhance patients' outcomes while adhering to numerous legal requirements.

This a means that there are general trend that practices and adopt ion of technological advances but at the same time organizations should look at the need for sector needs in connection with the technological advance technology strategies.

The results support the hypothesis that when incorporated and integrated appropriately with the vision and mission of the performing organization, technology plays a major positive role in both functional and tactical initiatives. The benefits of mobile learning that can be identified are improved effectiveness, improved customer relations, improved decision-making, and flexibility. Nevertheless, to achieve these benefits, it is very crucial to ensure that they adopt the new change by ensuring that adequate personnel are trained in the new technology as well as constant evaluation of the technological investments. The organizations that have implemented e-government elements are prone to provide sustainable competitive advantage in today's digital business environment.

DISCUSSION

This study's findings show that there is significant support and suggest that technology has a central position in organisation's development if applied in a strategic manner. This section is also an elaboration of the research implications of these findings, comparison of the results with past literature, and an outline of practical concerns that organizations should consider when they intend to use technology as one of their key strategic resources.

1. Technology fit as a Factor in Achieving Business Goals

This paper also establishes the fact that the effective coordination between technology and the business is not a luxury but a necessity. It was also found that businesses incorporated information technology systems in their strategic planning had better operational and financial performance and improved decision making capability. These outcomes are consistent with the Strategic Alignment Model advanced by Henderson and Venkatraman (1993) whereby endogenous fit of a business strategy and IT infrastructure of an organisation brings competitiveness and adjusting characteristics to the organisation.

This is especially discernible if the enterprise has integrated enterprise resource planning (ERP) system or clod computing platform. Such technologies improved interaction between departments and departments and helped provide solutions based on the available information. This view is supported by Luftman (2000), citing that organizations that view IT not just as a support organization but as a strategic partner (\$BTOA=ITA) are likely to realize better business benefits.

2. Applying Technology on The Core Business Goals in Every Functional Area

Technology was also seen to positively align with organizational objectives like reducing costs, improving on new ideas, and meeting customers' needs as well as venturing into new markets. For example, the administrative costs were reduced and cycle times shortened due to the implementation of AI and automation technologies; data analytics helped provide better forecast of the market, and deliver customer experiences tailored to an individual's preferences and needs (Brynjolfsson & McAfee, 2017).

Furthermore, the study supports the idea of using technology as an agent of change. The organizations in the study did not only integrate technology to improve current operations and practices but also to transform markets and ways of delivering value. For instance, cloud computing facilitated more firms' scalability without significant capital outlay, and AI-driven customer solutions helped various companies improve service delivery in the process.

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Table 2	2: í	Technol	ogical	Impact	on	Core	Business	Goal	s
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Business Goal	Technology Utilized	Impact Achieved		
Cost Efficiency	RPA, Cloud Infrastructure	Reduced operational costs by up to 30%		
Innovation	AI, IoT, Blockchain	Accelerated product development cycles		
Customer Engagement	CRM Systems, AI Chatbots	Increased customer retention and satisfaction		
Strategic Decision-	Data Analytics, BI Tools	Improved forecasting accuracy and faster executive		
Making		decisions		
Market Agility	SaaS Platforms, Cloud	Enabled remote access, faster scaling, and global reach		
	Solutions			

3. Sectoral Differences in Technology Adoption and Effectiveness

While the study cited the macro-benefits resulting from the use of technology, it noted some industry-specific intricacies. For instance, while manufacturers saw considerable gains from the Internet of things and predictive analytics, service-orientated industries (retail and health care) benefited more massively from CRM applications, AI customer interfaces.

This version of argumentation coincides with the findings from Chen et al. (2010) who asserted that the value from technology in a strategic sense results from industry and internal capability. The investments that the organizations are therefore making in technology have to be ustomized to suit the strategic goals – and operational environment and expectations of customers.

5. Implementation Barriers and Organizational Readiness

Although there are sufficient benefits, some of the challenges identified would be given rise upon implementation of the organization. The examples are huge initial investments, security of one's data, reluctance to change particularly from employees who lack digital intelligence. Strangely enough, most of these problems were located among the small and medium businesses which had poor state of the digital infrastructure and lacked IT personnel.

According to Westerman et al. (2014), the findings of organizational readiness include (leadership commitment, change management capability, and digital literacy), which all of them claim is a must-have in attaining successful digital transformation. Since we have a digital jungle that is growing in size each day, organizations need to invest in training employees and a culture of innovation to curb the resistance and develop digital skills.

6. Future Outlook and Sustainability

Technological developments will still shape the competitive ground in the future. These are more sophisticated applications of the blockchain, quantum computing, and AGI (artificial general intelligence), and such opportunities are bound to continue to transform not only how we work but also how we deliver value to clients. However, based on Gartner (2023), future technological plans should be sustainable, ethical, and friendly to the environment to address enhanced data privacy, energy consumption, and social responsibility.

Modern companies that follow a comprehensive digital strategy (tools and infrastructure; From ethics to governance (and from people to people) all are first and the game long one wins.

This discourse proves that the technology is not a business process catalyst, but it is a strategic business growth driver. Business groups that know how to use technology with a sharpened focus to their goals are more agile, innovative, and determined. In any case, the benefits can be realized if the companies invest wisely on change management, digital capabilities, and technology adoption to enable core business goals.

CONCLUSION

In the ever-changing world of digitalization today, technology has become a pillar for organizational expansion and competitiveness. By examining carefully, it has been seen from this research clearly that, when this technology is targeted to the organization's core business goals, then it can lead huge improvements in various aspects such as operational efficiency, customer satisfaction, innovation, and agility in the market.

The technological role is no longer limited to that in the support function. it is now core in setting strategic direction as well as business success in the long run. Modern technologies are making organizations smarter by leveraging

automation and artificial intelligence as well as cloud computing and data analytics among others thus able to respond more urgently to changes in the market place and providing superior value to customers.

However, it is not all rosy as we embark on the road towards digital transformation. Since blocking change, digital literacy gaps, high implementation costs and risk of cyber attack are concerns one need to deal proactively with. These organizations are more likely to apply the barriers as a basis for shifting their organizational culture to a domain of innovation and investing in creating digital competencies and persistently pursuing continuous improvement because these are key characteristics of organizational culture.

Finally, we cannot view technology as just a tool; instead, it is the catalyst in transformation. By incorporating technology at each level within a business, organizations will be able to tap into new opportunities, simplify procedures of the enterprise, and prepare themselves to grow in a competitive global economy on sustainable grounds.

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