

The Alignment of Business and Information Technology Strategy in Australia

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Abstract

The alignment of business and information technology strategy has long been recognised as a key issue for managers and has grown in importance as IT has become strategically significant. Previous studies have noted the elusiveness of alignment of business and a number of factors that promote alignment. This study builds on previous work and categorises the factors as either people, process or organisational. A cross industry survey of Australian organisations is then used to determine the perceived benefits of alignment and how successful it was in promoting alignment. The findings of the study show that Australian organisations perceive that alignment is important and can bring considerable benefits. Furthermore the study highlights the relative importance of the factors and indicates when organisations successfully achieve alignment.

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