

STRATEGIC INFORMATION SYSTEM

Characteristics of Strategic IS

Main Task

Strategic/
competitive
advantage,
linkage to
business
strategy.

Key Objective

Strategic/
pursuing
opportunities,
integrating IS
and business
strategies

Direction

Executives/seni
or management
and users, a
coalition of
users/Mgmt.,
and information
systems.

Main Approach

Entrepreneurial
(user innovation),
multiple (bottom-
up development,
top-down analysis,
etc.)
simultaneously.

Strategic Management And Information Systems An Integrated Approach

Léo Pomar



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