

STRATEGIC FIT BETWEEN ORGANIZATION STRATEGY AND INFORMATION TECHNOLOGY STRATEGY

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ABSTRACT

The results of globalization, new forms of collaboration as well as challenges and opportunities call for more effective and efficient organizations. Additionally, organizations must be more proactive, implementing more the 'leading to the future' rather than maintaining the paradigm of 'managing the present'.

An important part in this paradigm change is a merit to the informatic systems which advanced in the New Economy from its traditional function of supporting its activities to a new one, of being an essential instrument in the elaboration of organization's strategies. At the same time, the deep mutation made by the information communications technology compels the organizations to rethink the strategy's options which necessarily involve the solutions practice of information communications technology. In this context it's extremely important to assure the suitable resources and to define correctly the organizational processes so as to ensure a stronger coherence between the volume and investment structure in information communications technology and to achieve strategic objectives through it. This article proposes to address this imperative of coherence, translated namely by a process of strategic alignment which can be developed within the organization.

Such a process starts from the premise that the organization's resources in information communication technology instrument terms aren't always managed to its objectives and strategic options. That's why the model of strategic alignment has in view the correlation of organization strategy with an IT infrastructure capable to lead at its end, in performance conditions.

KEYWORDS: *Competitive agility; Information Communications Technology; Information Technology Strategy; Organization strategy; Strategic alignment process.*

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