

ICT TOOLS TO SUPPORT ALL PHASES OF THE ACAP MODEL

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Abstract: *Nowadays, the environment in which the companies operate is increasingly complex and turbulent: instability of markets, global market, consumer more exigent, more sophisticated products, dynamic and aggressive competition and technological innovation. Who wants to be successful must continually compare with his competitors and have information before to exploit strategic opportunities. Companies, recognizing the value of new external information, acquire, assimilate and apply it for business goals. The aim of this paper is to describe ICT tools that support the Absorptive Capacity (ACAP) model in all its phases. An intelligent and fast information management is a prerequisite for, effectively and efficiently, reaching corporate strategic goals and to gain so competitive advantages, especially in the product's innovations.*

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