

IMPORTANT REMARKS:

- To avoid overlap in the answers, please read all four questions before you start answering the first question.
- The answers must be underpinned through theories explained in the obligatory course matter. Make sure we recognize which theory/issue you use in your explanation!

Exemplary Questions

Question 1

In paper '*ERP investments and the market value of the firms* (Ranganathan & Brown)', the authors introduce two theoretical perspectives on the organizational impact of IT: organizational integration and option value. Do you think these impacts apply to data warehousing, using the findings from the paper '*Data warehousing supports corporate strategy at First American Corporation* (Cooper et al.)'? Explain why.

Question 2

What is the relationship between the papers '*Best practices in IT-portfolio management* (Jeffery & Leliveld)', '*Strategic Alignment* (Henderson & Venjkatraman)' and '*Beyond the business case: new approaches to IT-investment* (Ross & Beath)'. Try to be as elaborate as possible.

Question 3

In their paper called '*Creating Competitive Advantage with Interorganizational Information Systems*', Johnston and Vitale develop a so called causal model of competitive advantage. In their paper called '*Uses and Consequences of Electronic Markets: An Empirical Investigation in the Aircraft Parts Industry*', Choudhury *et al.* argue that electronic markets support market-making functions.

Explain how the market-making functions introduced by Choudhury *et al.* can contribute to the realization of competitive advantage.

Question 4

Suppose you are a project manager responsible for the implementation of a new decision support system (DSS) at 'Decision Company NV'. Because prior DSS projects at 'Decision Company NV' failed due to a lack of acceptance of new technology, the steering committee responsible for this DSS project stresses that the issue of acceptance must be addressed carefully. What would be your approach?