

Investigation of Relationship between Organizational Factors and Strategic Alignment in Malaysia Private University College

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ABSTRACT

Higher utilization of information technology (IT) and information system (IS) are required in particular organization in order to be survival in competitively business environment. As IT/IS strategic alignment have received growing attention from industrial managers and numerous researchers, IT/IS strategic investment is now considered critical in developing a successful business strategy. However, despite the extensive literature on strategic alignment between IT/IS and business process, the determinants of the utilization level of IT/IS function have seldom been examined. This study investigates the effects of organizational factors on the utilization and integration of IT/IS function with business process. Data were collected using a questionnaire delivered to the managerial group and operational (administrational and academics) staff group in INTI International University College Malaysia and 100 usable responses were received. Survey results indicate that organizational cooperation and IT/IS-based knowledgeable management influence the utilization of IT/IS in business process. This study also discusses implication for create corporate loyalty and enhance the managerial knowledge in team of IT/IS related issues. Further, the directions of future research were finally appeared by this study.