

IMPACT OF INFORMATION SYSTEMS STRATEGY IN ACHIEVING BUSINESS SUCCESS: A CASE STUDY IN SRI LANKA

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Information systems (ISs) play a vital role in business organizations all over the world. With the recent experiences presented by COVID-19 pandemic to many of the nations including Sri Lanka, the demand for ISs has increased more than ever before. However, to reap the countless benefits of employing ISs, an organization's IS strategy should be well aligned with its business strategy and the organizational strategy. Strategic planning and management of ISs involve the IS decisions relating architecture and other resource considerations on key IS components, namely hardware, software, networking and data. However, our recent review of literature revealed that the awareness of business organizations on strategic planning and management of ISs as well as its impact on achieving business success require further research. This study aims to investigate the impact of IS strategy on business success, taking into account the Sri Lankan context. The study is supplemented by a systematic review of literature on the existing frameworks on the strategic management of ISs. Further, the study focuses on identification of limitations and barriers in strategic planning and management of ISs in Sri Lankan business organizations. In assessing the awareness and impact of IS strategy on business success, a questionnaire survey was conducted employing study samples representing tourism, apparel and textile, and retail and consumer industries in Sri Lanka. The questionnaire was designed to evaluate the business success based on the four major perspectives in the balanced scorecard, namely, financial, learning and growth, customers, and internal business processes. Through correlation analysis, significant relationships between various IS strategy components and the above performance perspectives are to be discovered. Further, the study would contribute to the existing knowledge base by presenting a generic framework for strategic planning and management of ISs within business organizations.

Keywords: Business and IS alignment, Business strategy, Information systems strategy, Organizational strategy, Strategic planning and management