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# Investigating IS Service Portfolio Management and Strategy: A Study of IS Application Services

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## ABSTRACT

Service-oriented thinking has become a fast growing paradigm in modern firms, but business executives have mixed opinions about investing in Information Technology (IT) to generate Information Systems (IS) services. Prior Management Information Systems (MIS) research has shown that there is an increasing trend in which IT investment management has shifted toward the portfolio approach. In line with this perspective, some enterprises have sets of IS applications as portfolios to provide numerous services. After reviewing prior studies that pertain to IT portfolio management and IT-business alignment in service-oriented enterprises, our main proposal is that IS service portfolio characteristics could be associated with the resulting investment effectiveness. Accordingly, our research in this study aims to investigate whether investment effectiveness varies across firms in terms of IS application services at the portfolio level.

## Keywords

IT portfolios, service portfolios, IT-business alignment