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Evaluating Alternative Models for Measuring the Level of Alignment Between Information and Communication Technologies with Business Strategy in Small and Medium-Sized Organizations: The Mexican Case During COVID19 Pandemic

TREO Talk Paper

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Abstract

Organizations require the use of Information and Communication Technologies (ICTs) in all his key process, supporting the entire diary tasks. When the organizations establish his strategy become important to have the right tools for alignment ICTs with business objectives (strategy). If the organizations, like small and medium enterprises (SMEs) for example, could use these tools to measure and achieve alignment results show in the correct ICTs supporting the principal key process defining in the strategy. COVID-19 acted like a catalyst for innovation and using of ICTs in the organizations, especially in SMEs. The present research analyzed three different alignment models for Mexican SMEs organizations, which were tested. However, results show none of the three describe the studied phenomena. Results can be misleading since this study was performed during the COVID-19 pandemic that is a very particular scenario. Thus, it is important to conduct additional studies to identify the perfect model.

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