



Research School for Operations
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Business-IT alignment, conceptual framework, operational applicability and measurement in PSS value networks

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Nowadays many companies transcend from manufacturing products to providing a bundle of products and services called PSS (Product Service Systems) to survive in high competitive markets. PSS which is inherently based on interdependencies and collaboration among partners within value networks highlights the role of IT as the essential technological foundation for the operation of PSS value networks. In order to achieve good value of information technology (IT), IT projects need to be linked with the business side of a value network. The process of managing and improving this connection is called business-IT alignment (BIA). While various models have been developed to manage and improve BIA in single firm settings, there is a scant literature considering BIA in PSS value networks. BIA in a value network can raise the ability of partners to collaborate effectively and improve network performance. To answer the quests for partnership, collaboration, reciprocal interaction, cocreation and joint activities with customers and other partners in a value network the new insights of the notion of BIA is essential. Thus, in order to understand and operationalize BIA in the context of PSS value networks we will investigate the applicability of BIA concepts, methods and definitions. In doing so, conceptual models of both the strategic and operational dimensions of BIA in PSS valuenetworks will be developed. This study fits into information system management and performance measurement research domains.