Measuring the Strategic Business and IT Alignment in a Digitally Revolutionized Economy

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Abstract

The competitive environment of Information Technologies (IT) burst with a never seen intensity, transforming industries, business models, organizational culture and processes. The mutual understanding between the functional areas of the organization with the IT unit is critical for the strategic alignment. Even though significant efforts have been made to understand the relationship of the factors that influence an effective alignment between business and IT, the instruments that measure the maturity achieved between Business and IT present a delay in its evolution. This paper criticizes the available models and proposes an update for measuring the level of maturity achieved in this critical strategic topic. The model was operationalized with constructs and a survey applied to a pilot sample of executives from mostly large Chilean companies. The proposed update includes new factors, which are considered as relevant in this new digital scenario, which, according to the results of the research, are a real contribution to measuring the degree of alignment between the business and the IT function.

Key words: business IT-alignment, maturity alignment level, updated model.