ABSTRACT

The rapid growth of Internet booms many new applications. We cannot neglect the impact which Internet can bring for us on, e.g., the business opportunities, the potential market and the competitive advantage. How to adopt Internet applications and gain maximal benefits from them has become one of the significant issues in today’s enterprise. This research aims at proposing a planning framework toward Internet strategic applications. After having reviewed and analyzed some current available strategic information systems frameworks in the literature and investigated the strategic value of the Internet tools, we combined the Business impact/value framework and Value-Chain model into a new one dedicated for the above purpose. To validate the proposed framework, we have applied it in two quite distinct corporations chosen from different industry sectors. Result have exhibited that the proposed framework can generate numerous potential applications for the two companies, hence serves well for its purpose.

Keywords: Internet; Strategic Information Systems; Planning Framework