A Planning Framework toward Internet Strategic Applications

E-mail: 8603854@ mail.dyu.edu.tw

ABSTRACT

The rapid growth of Internet booms many new applications. We can notneglect the impact which Internet can bring for us on, e.g., the businessopportunities, the potential market and the competitive advantage. How toadopt Internet applications and gain maximal benefits from them has become one of the siginificant issues in today'""s enterprise. This research aims at proposing a planning framework toward Internetstrategic applications. After having reviewed and analyzed some currentavaliable strategic information systems frameworks in the literature andinvestigated the strategic value of the Internet tools, we combined the Business impact/value framework and Value-Chain model into a new onededicated for the above purpose. To validate the proposed framework, we have applied it in two quite distinct corporations chosen from different industry sectors. Result haveexhibited that the proposed framework can generate numerous potentialapplications for the two companies, hence serves well for its purpose.

Keywords : Internet ; Strategic Information Systems ; Planning Framework

Table of Contents

REFERENCES

0