

# Empirical Study of Relationship Between Business Environment, Operations Strategy, Information Systems Strategic, Inform

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## ABSTRACT

Current firms face profound changes in almost all aspects, especially marketing competition, technological innovations and customer demands. Using information technology effectively is a requirement for business to survive in this competitive environment, and therefore large of researchers have been focused on studying how to use information system effectively to enhance performance. However, most researches are focus on how information technology supporting in operations strategy. They always ignore "human" is the critical factor for effective usage of information technology. Information orientation is addressing on how "human" put in use information technology, management practices, and information behaviors and values. The information system application analysis model is integrated and improved the models which have been published, particularly focus on information orientation. Take Taiwan's manufacturing firms as an example, we studies how the business performance is affected by business environment, operations strategy, information system orientation, information orientation. The results show: 1. The business environment will affect the operations strategy. 2. The operations strategy will affect information system strategic and function. 3. Information system must support operations strategy but also evaluated by the ability of information orientation to increase the business performance certainly. According to the results, business needs to focus on how to get information orientation and integrate the strategy of information system to increase the business performance certainly. These research findings are expected to be a good reference for business to lead-in information system and application of information system.

Keywords : Business Environment ; Operations Strategy ; Information Systems Strategic Orientation ; Information Orientation ; Business Performance

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