|  |  |
| --- | --- |
|  |  |

# HOW DO ALIGNMENT OF BUSINESS AND IT STRATEGIES IMPACT ASPECTS OF IT EFFECTIVENESS?

# ABSTRACT

Alignment between IT and business stakeholders on their strategies has traditionally been viewed as the means to achieve greater IT delivery capabilities, but there is lack of empirical evidence how strategic alignment impacts individual aspects of IT effectiveness like quality of service, user satisfaction and IT helpfulness to users. There is lack of empirical evidence how each individual element of strategic alignment impacts overall IT effectiveness which is also addressed in this study. The intent of this research was to contribute to the body of knowledge that could be applied by researchers, businesses, and IT organizations alike to achieve optimal results based on the findings from a sample population which included IT organizations of all sizes and types.