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# Information technology and global competition: A framework for analysis

Boon Siong Neo 

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## Abstract

Despite current concerns about the international dimensions of business, the strategic potential of information technology in enabling a firm to compete internationally has been ignored. This paper addresses the topic by proposing a framework for considering the strategic role of information technology in global competition. Three key issues face multinational companies: configuration, coordination and responsiveness. Information technology helps multinational companies resolve these issues by providing them with effective means to support their foreign subsidiaries, integrate their worldwide operations more efficiently, respond to local market needs more flexibly, and serve their customers innovatively. Several implementation problems are also discussed, including lack of a strategic vision, lack of infrastructure and expertise, host government intervention, and difficulty in transferring applications.



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## Keywords

Information Technology; Globalization; Global Strategy; Global Competition; Strategic Information Systems; Management of Information Technology

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**Boon Siong Neo** is a Senior lecturer at the School of Accountancy and Business, Nanyang Technological University, Singapore. He has the B.Acc (Hons) from the National University of Singapore, and MBA, and Ph.D (major in MIS) degrees from the University of Pittsburgh. He specialises on IT planning and management, and the strategic use of IT in his teaching, research and consulting assignments. His work has been published in the MIS Quarterly, and Information and Management journals. A Certified Public Accountant, Dr. Neo has worked for several years in management positions in Hewlett Packard (S) and Shell Eastern Petroleum (S).

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