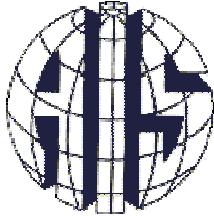


**Information Systems Strategy and Implementation**

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# Information Systems Strategy and Implementation

an AMCIS mini-track proposal

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The IS Strategy and Implementation mini-track of the AMCIS conference began in 1996 and has been a part of each conference since. The primary purpose for establishing the mini-track was to provide a meeting place for scholars and practitioners who wanted to do more than talk about IS strategy development. Strategy implementation was/is the focus. A multitude of factors can affect implementation and thus it is a great challenge to understand and make sense of.

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## Overview of Mini-track

Unquestionably, information systems (IS), along with its supporting information technology (IT), continue to increase in importance in nearly all organizations. As organizations scramble to develop and apply IT in new ways, the need to identify and implement an IS strategic plan becomes increasingly critical.

To date, however, implementations of IS strategies have not had high success rates. Though this has been true for years, much continues to be published on how to *develop* an IS strategy. Comparatively little research focuses on implementation. It is the purpose of this mini-track to focus on ways in which organizations effectively implement IS strategies in their organizations.

Sample topics addressed in the mini-track include:

- Implementation issues considered during strategy development
- Integration of IT planning and strategy with business strategy
- Enablers of and/or inhibitors to IS Strategy success
- Implementation of *any* organizational *strategy* that is significantly impacted by IS
- Research, case studies, empirical studies of IS Strategy implementation

## Mini Track Co-Chairs

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Central State University is a historically black public university and is located in southwestern Ohio.

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