

CHAPTER OVERVIEW

7: Leveraging Information Systems for Strategic Advantage

Learning Objectives

Upon successful completion of this chapter, you will be able to:

- Describe Porter's competitive forces model and how information technology impacts competitive advantage.
- Describe and apply Porter's value chain model and its relationship to IT.
- Describe information systems that can provide businesses with a competitive advantage.
- Describe the collaborative systems that workers can use to contribute to their organization.
- Distinguish between a structured and an unstructured decision and its connection to IT.
- Discuss the challenges associated with a sustainable competitive advantage.

This chapter will explore how organizations use information systems to achieve and maintain a competitive advantage and enhance their operational efficiency in the value chain and decision-making processes. We will discuss the influential research of Brynjolfsson, Carr, and Porter on information technology and its role in gaining a competitive advantage.

[7.1: Introduction](#)

[7.2: The Productivity Paradox](#)

[7.3: Competitive Advantage](#)

[7.4: Using Information Systems for Competitive Advantage](#)

[7.5: Investing in IT for Competitive Advantage](#)

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