

7.1: Introduction

For more than fifty years now, computing technology has played a critical role in business since the invention of the microprocessor. It has been used in various ways, from UPC scanners and computer registers in local stores to large inventory databases, e-commerce, and cloud services, like those used by Amazon and Netflix, that have become the backbone of commerce. Companies are also quick to integrate emerging technologies, such as artificial intelligence and robotics, and have spent trillions of dollars on information technology. But has all this investment in IT made any difference? Do computers increase productivity? Are companies that invest in IT more competitive? This chapter examines the value IT can bring to an organization and answers these questions. We will begin by highlighting two significant works from the past two decades.

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