

Impact of Information Technology on Operational Performance of Medium-Sized Business Firms

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Abstract: *The corporate entity's use of information technology (IT) is not unrelated to the necessity of making decisions quickly and accurately. As technology enables organisations to process and use information to make choices, technology plays a part in the transformation of the organisational transformation process. However, many companies who are unable to transform their IT assets have developed into competitive advantages that are sustained over the long term. Another factor is the managerial process's incapacity to transform IT assets into IT capabilities. In actuality, the company has spent less money on the purchase of IT resources. No matter the size or kind of business, it is necessary to have the ability to use IT, despite the fact that different outcomes or advantages can be obtained depending on which business entities use IT. This study was done to find out how much of an impact IT has on improving the performance of small and medium-sized businesses in Indonesia, particularly. By examining its impact on operational performance inside the business entity, it should be done by evaluating the capabilities of medium-sized firms against: IT Adoption, IT Assimilation, and IT Strategic Alignment.*

Keywords: Assimilation, adoption, and capacities of information technology