

AN INTEGRATED MODEL OF STRATEGIC IT ALIGNMENT AND IS CAPABILITIES FOR CONTRIBUTION ORGANIZATION PERFORMANCE

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ABSTRACT

This study aims to investigate the relationship among strategic IT alignment, IS capabilities, IT support for core competencies, and organization performance. Samples are 161 organizations which are selected through the Stratified random sampling method from the name list of the Stock Exchange of Thailand (SET). Survey research with structured questionnaire and recommendation form are used as the instruments in collecting data. The structural equation modeling (SEM) is assigned to test hypothesis with PLS (Partial Least Square). The measurement model uses factor analysis with EFA to explore the set of variables, and uses CFA to purify each construct and measurement model with PLS. Composite reliability is applied to ensure reliability by examining convergence and discriminant validity of the constructs.

The results assert strongly support on our research model that strategic IT alignment and IS capabilities positively influence IT support for core competencies. Usage IT support its core competencies positively influence the organization performance. Finally, it confirms that the integrated model between strategic IT alignment and IS capabilities positively affect on the organization performance through IT support for core competencies as the strong mediator of the model.

KEYWORDS: Strategic IT Alignment, IS Capabilities, IT Support for Core Competencies, Organization Performance