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STRATEGIC INFORMATION AND CUSTOMER-ORIENTED SYSTEMS: THE ROLE OF COMPETITIVE PRIORITIES

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ABSTRACT

Purpose: *The analysis of key business variables and support decisions to facilitate the Information Systems (IS) are essential tools available to organizations to manage their decision making policies. In this sense, this article examines how the implementation of information systems (IS) management and customer relationship (CRM) affects the customer's competitive strategy and business performance.*

Design/methodology/approach: *A survey is used to collect data. Empirical analysis utilises Structural Equation Modelling (SEM).*

Findings: *The main findings show a significant positive relationship between integration and skills developed by IS and competitive priorities related to flexibility, innovation and time. Similarly, it is found that the integration of SI is positively and directly related to the customer results while the relationship between the skills developed by SI are positively but indirectly related to these results, being the mediator of the relationship above competitive priorities.*

Originality/value: *The conclusions obtained clarify the role of resources and capabilities generated by IS in organizations, extending the analysis of field theories like Resource-based and Knowledge-based view of the firm in this area.*