

With S. J. Simon. (1993) "Strategic Use of Information Technology in International Business: A Framework for IT Application," *Journal of Global Information Management*, Vol. 1(2), 29-42.

The application of information technology (IT) to the strategy of the international firm has received limited attention. This topic is addressed by exploring the use of IT in conjunction with a popular framework - the integration-responsiveness (IR) framework - of international business strategy. The IR framework is based on the perception of managers about their operating environment. The 2 dimensions of this framework are pressures for global integration and pressures for local responsiveness. The framework demonstrates how the fit between a firm's strategic decisions and IT applications can be used to attain competitive advantage in the international environment. To attain this competitive advantage, the firm must identify the corporate's strategy that best corresponds to its environment and objectives. During the development of the strategic plan, the firm should assess the level of its IT assets and develop an organizational information architecture to serve as the blueprint within which IT applications can be effectively prioritized and integrated.