Abstract

Small Organization has an effective role in countries economy. Vicious competition has stressed managers to spend more time on finding the most appropriate management style that will make their companies survive in today's changing market. Now organizations has to think seriously about how to align its major business objectives with their information strategy, which will affect the financial performance for the organization at the market. To achieve alignment managers have to enforce company performance with both their strategies and their company processes. Alignment will have its direct effect on achieving the company goals and objectives and will enhance innovation and creativity at the organization atmosphere; also it will have a direct impact on enhancing decision making process by making it more decentralized. In this research will investigate the relationship between Strategy Alignment (SA), Information Management (IM) and Business Performance (BP) on small health care organization performance in Jordan. And treat (BP) as the exogenous latent variable, and IM, SA as endogenous latent variables. IM can influence BP directly or indirectly through the SA factor. In this research will try to prove the following theory: "Aligning organization Strategy with Information management for small companies In JORDAN should have a significant effect on
the organization performance);


deferences

- Bennett, S (2008), Using Narrative Analysis to Explore Employee Constructions of the Self, Organization and Brand, University of Auckland

Index Terms

Computer Science
Information Systems
The Effect of Strategic Business Objectives Alignment with Information Management on Enhancing Small Organization Performance

Keywords
Strategy Alignment  Information Management  Business Performance  Market Share  (Return on Investment)  ROI  ROS (Return on Sales)