# This is a preprint copy that has been accepted for publication in Enterprise Information Management

Please cite this article as:

Ilmudeen, A., Bao, Y., & Alharbi, I. M. (2019). How does business-IT strategic alignment dimension impact on organizational performance measures: Conjecture and empirical analysis. *Journal of Enterprise Information Management*, *32*(3), 457-476. https://doi.org/10.1108/JEIM-09-2018-0197

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**How does business-IT strategic alignment dimension impact on organizational performance measures: conjecture and empirical analysis**

***Abstract***

**Purpose:** Despite the conceptual, empirical, and theoretical advances in alignment – performance relationship, limited research on the alignment dimensions and organizational performance measures. Though, strategicalignment is believed to improve organizational performance; we develop conjectures for understanding how different alignment dimensions’ influence on organizational performance measures.

**Design/methodology/approach:** The collected 161 senior IT and business managers’ paired responses from China analyzed by using structural equation modeling technique.

**Findings:** The hypothesized relationships are largely supported. Thus quality oriented strategic alignment dimension has a significant relationship with all performance measures. Contrary to expectations, both product and marketing oriented strategic alignment dimensions do not show a significant impact on financial return. The marketing oriented strategic alignment dimension also has an insignificant relationship with operational excellence.

**Practical implications:** This study suggests that the business-IT alignment can be dimensioned to better combine business strategy and IT strategy. Hence, managers can focus specific alignment dimension instead of entire strategies of the firm for better decision making.

**Originality/value:** Findings suggest guidance for formulating combined business and IT strategic alignment into dimensions and proposing insightful and practical implications.

**Keywords:** strategic alignment; dimensions; organizational performance