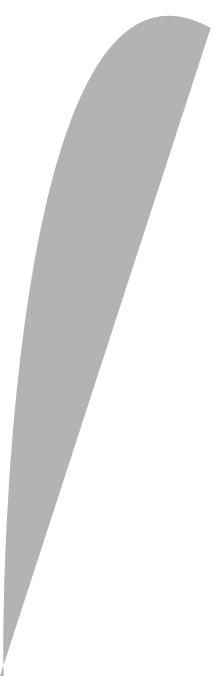


Can Marketing and IT Be Friends?: The Impact of Information Strategy, Structure, and Processes on Business Performance

ABSTRACT

1. Introduction: The relationship between marketing and IT is becoming increasingly important in today's business environment. This paper explores the impact of information strategy, structure, and processes on business performance. The study is based on a survey of 100 companies and uses a structural equation model to test the hypotheses. The results show that information strategy and structure have a positive impact on business performance, while information processes have a negative impact. The study also finds that marketing and IT are complementary activities that can be used to improve business performance. The implications of the study are discussed and future research is suggested.



Marijuana Laws and Traffic Fatalities

ABSTRACT



Is Pension Plan Information Risk Relevant to Credit Ratings? Level 3 Fair Value Pension Assets and Pension Plan Audit Quality

ABSTRACT

Abstract text is present but illegible due to heavy noise and artifacts. It appears to be a multi-paragraph summary of the research findings.

