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Summary:

e³alignment is an approach to analyze and design inter-organizational business-ICT alignment. Currently, organizations are not only faced with aligning their own business and ICT. Organizations are also faced with aligning their own organization with the organizations in their environment. Yet, by no means is creating inter-organizational business-ICT alignment an easy task to accomplish.

To separate key issues and reduce complexity, e³alignment focuses on “interaction” in the constellation at hand. e³alignment distinguishes between four types of interaction: strategic, value, process, and IS.

To focus on the key issues, and offer practitioners the tools needed to create alignment, e³alignment takes a conceptual modeling approach. In addition, e³alignment provides an outline for the process of alignment. The outline provides guidelines as to how and when to use the conceptual modeling techniques during the early stages of business-ICT alignment.

Biography:

Vincent Pijpers, born October 1st 1981 in Breda, the Netherlands, received his doctoral degree in BusinessInformationTechnology at Twente University and his doctoral degree in Psychology at Leiden University in 2005. In that same year he also started his dissertation at the VU University Amsterdam. Before starting as a marketing consultant, Vincent Pijpers has been an assistant professor at the VU University Amsterdam.

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e³alignment

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