Information Technology Innovation for The Performance of Moroccan Companies: A Qualitative Study*

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Abstract

Information technologies (IT) have become a crucial component of the information and communication systems used by companies. However, their ability to provide sustainable and non-substitutable competitive advantages has been a subject of debate among researchers and professionals. Today, it is widely acknowledged that investing in IT alone is no longer enough to achieve superior performance and competitiveness, due to increased imitation by competitors. Therefore, researchers are once again challenged to identify the variables that can appropriate the value of IT investments for high performance, particularly in the context of digitalization movements that are transforming companies' and individuals' lives. This study is part of this dynamism which seeks aims to identify mediating variables between IT usage and performance, with a focus on the role of IT innovation in contributing to the appropriation of the value of IT investments. To achieve this goal, we conducted a literature review that identifies the main theoretical advances in modelling the relationship between IT and performance, as well as the impact of IT innovation on this relationship. We then presented the methodology adopted and discuss the main results obtained.

Keywords : Innovation ; information technology (IT) ; performance ; performance management tools

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