

REASSESSING THE ROLE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY IN GAINING COMPETITIVE ADVANTAGE

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Abstract: *Nicholas Carr's Harvard Business Review article "IT Doesn't Matter" suggested that ICT (Information and Communications Technology) was no longer a strategic concern for management. Carr's article and his subsequent book "Does IT Matter?" appear to have had a significant impact and influence on ICT investment and management. This paper examines Carr's arguments from a series of different perspectives and suggests that it would be unwise to base long-term ICT strategy on his conclusions.*

Key words: *Strategic value of ICT, Role of Information Technology, Competitive Advantage, ICT Management.*

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