

La décision d'investissement en Systèmes d'information : Une lecture au niveau des déterminants non financiers

Résumé en anglais (Abstract):

Organizations around the world face a challenging environment characterized by increased competition, tough economic and social conditions combined with the extraordinary integration of new technologies. In order to remain competitive, and to improve their performance, most organizations are investing an increasing amount of financial resources in information systems.

Over the last two decades, large Moroccan firms increased the quantity of investments dedicated to information systems (IS) from 2% in 1995 to almost 22 % in 2010 (Finance news Journal). The substantial financial resources invested in IS by most large organizations, combined with the lack of evidences on how to evaluate the benefits and costs; put pressure on Moroccan leaders, researchers, and policy makers alike to justify the reasons behind investing in IS tools, and if the rising expenditures could be associated with benefits on the long term.

The Moroccan government has clearly demonstrated its commitment to move forward in the field of information technology. This commitment is mainly expressed through the establishment of regulatory frameworks consistent with international standards, the liberalization of the sector, as well as the establishment of an observatory for ICT (information & communication technology).

The main issue of our research try to give insight on the main non-financial determinants beside the investments in information systems. To do that, we need to identify the most appropriate factors that are behind the decision to invest in IS (field study). The objectives of this research are to determine how and to what extend large Moroccan public companies deal with the concepts and procedures of IS/IT investment. Part of the objectives is to describe the methods used and the implications of the role IS investment plays inside these organizations. Due to the complex nature of our topic, and in order to test the relevance of the proposed theoretical model and possibly expand it, a qualitative approach based on case studies was adopted for this research.