

SISTEM INFORMASI/TEKNOLOGI INFORMASI MENAMBAH KEUNGGULAN KOMPETITIF (KASUS: ZARA FASHION)

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Abstract

Information System/Information Technology in its development has experienced some role shifts: starting in supportive role, nowadays information system/technology is strategical within a company. It is even becoming a driving force on strategic change and business process of a company. This paper serves on how information system/technology has developed a strategic role for Zara Fashion on increasing its competitive advantage.

Keywords/Kata kunci: Sistem Informasi, Keunggulan Kompetitif