

# **ECIME 2007**

## **European Conference on Information Management and Evaluation**

**Incorporating the 14th European Conference on Information Technology Evaluation**

### **University of Montpellier 1, Montpellier, France**

### **20-21 September 2007**

**Keynote presentation:** Synergies of Value Creation

Information Technology Business Value research can be divided into two main areas; that which creates or affects value and the measurement of that value. The former is the focus of this presentation. Developments in the understanding of value creation are reviewed noting key theoretical developments. The concept of strategic resonance made possible through synergies of value created between the components of the value equation is explored.

#### **Dr Marguerite Cronk**

Dr Marguerite (Reet) Cronk is currently an Associate Professor and Director of the IT Program at Harding University, AR, USA. Reet has been involved with IT evaluation research for 10 years, with publications in journals such as the Journal of Information Management and Logistics, the South African Business Review, and the Electronic Journal of Business Research Methods. She has been involved with the European Conference on IT Evaluation (now ECIME) as presenter chair and reviewer since 1997, introducing novel concepts and methodologies such as Holistic Construal and Value Alignment to the IT evaluation field.