



# **INVESTIGATING THE IMPACT OF IT INVESTMENT ON BUSINESS VALUE.: A case of Public Sector Banks in India**

*FARAM MEDHORA*

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Technology bundled with information and knowledge has become a crucial element that is responsible for advancing firms' capabilities to operate on higher playing field than what they earlier did. Thus Information Technology serves as an economic driver in today's economy. The focus of this study is to evaluate the impact of IT investment on business value (productivity, profitability and performance) of Indian public sector banks. This study attempts to contribute to the limited research on IT business value creation in financial services sector subsequent to the introduction of comprehensive technology transformation with core banking solutions (CBS) coupled with the business process re-engineering initiative.

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