عنوان فارسی مقاله:
تنظیم (صف بندی) بین مدل تجارتی و استراتژی تجارتی و سهیم بودن در عملکرد: شواهد تجربی از سرمایه گذاری ICT تونس

عنوان انگلیسی مقاله:
Alignment between business model and business strategy and contribution to the performance: Empirical evidence from ICT Tunisian venture
7. Conclusion

The present study aimed to assess the impact of the business model on the ICT venture's performance. The conceptual and theoretical framework has covered most topics directly related to the object of research, in order to lay the foundation for the design and implementation of our study. We then opted for a strategic alignment perspective, registered in the contingency theory, under the principle that performance is the result of an alignment between two or more variables. The final research model allows to analyze a co-alignment between the business model and corporate strategy on performance.

This is to combine qualitative and quantitative approach. The first has made us, on one hand, become familiar with the subject of research and clarify the variables in the research model and also to verify the application of our model in the Tunisian context. We conducted exploratory talks with the leaders responsible for five high-tech companies. The second quantitative approach is to test the field research model.

The model of this study will allow entrepreneurs to become aware of issues facing the ICT ventures, to assess the strengths and weaknesses of the current business model and make the right decisions to create and deliver value to communicate a distinct business model.