

**ATENÇÃO:** Este modelo **NÃO** representa uma prova integral, apenas parte dela.



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**CENTRO INTERDEPARTAMENTAL DE LÍNGUAS – EXAME DE PROFICIÊNCIA EM LÍNGUA INGLESA**

**POLI-PPGEE**  
**NOVEMBRO/2018**

**NOME:**.....

**DOUTORADO**

**PARTE II: SOMENTE PARA CANDIDATOS AO DOUTORADO**

- Responda em **INGLÊS**.
- **NÃO** copie trechos do texto ou a questão será ANULADA.
- O critério de correção avaliará:
  - Estruturas gramaticais;
  - Coerência;
  - Vocabulário;
  - Pertinência ao assunto proposto.
- A soma das questões **vale de 0 a 10 pontos**.
- **Observação:**
  - A Parte I possui peso 2 e a Parte II possui peso 1.
  - A **Nota Final** será a média ponderada das duas provas (Parte I e Parte II):

$$NF = \frac{(Parte I \times 2) + (Parte II \times 1)}{3}$$

# JOINT COLLABORATIVE PLANNING AS A GOVERNANCE MECHANISM TO STRENGTHEN THE CHAIN OF IT VALUE CO-CREATION

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The relationship between information technology (IT) and organizational performance has been a subject of long standing academic research and intense discussion. This stream can be described as IT valuation research as **it** ascribes value to IT. It is an important stream of research that deals with business value, the economic impacts of IT and its manifestations at the level of the firm or network of firms. Researchers have adopted various theoretical, conceptual, methodological and analytical approaches to examine the relationship between investments in technology and payoffs realized in terms of enhanced organizational performance. IT valuation research has now accumulated a critical mass of studies that demonstrate the relationship between IT and some aspect of firm value.

The emergent research stream related to IT-based co-creation of value is particularly important in today's global, fast paced and customer-driven environment where investment decisions are made beyond the purview of a single firm and the value implications of IT can extend to interorganizational relationships and networks. Indeed, contrary to early work on transactional interorganizational information systems (IOISs) – defined in broadest terms as information systems (ISs) that facilitate the exchange of products, services and information between firms – that suggests that the benefits from these information technologies are distributed unevenly and skewed in favor of the supply chain leader that owns and champions the introduction of the IOIS, this new research thrust relates to recent findings that have demonstrated that IOISs specifically geared to support supply chain collaboration (SCC) can foster symbiotic resource sharing and permit the partners involved to co-create value together. SCC is two or more autonomous firms that form long-term relationships and work closely to plan and execute supply chain operations toward common goals, thereby achieving more benefits than acting independently. Researchers regard SCC as an alternative to make or buy decisions where collaborating firms build relationships through specific investments, shared knowhow and risks, complementary resources, and effective governance mechanisms.

IT-based co-creation of value encompasses the idea that the IT value created is realized through actions of multiple parties and that this value emanates from robust collaborative relationships among firms. Furthermore, to sustain IT-based co-creation, there must be incentives for parties to participate and equitably share the emergent value (Kohli and Grover, 2008). These conditions that differentiate IT-based co-creation from IT-based value alone explain why IOIS implemented to support SCC, usually called supply chain collaboration systems (SCCSs), actually foster IT based co-creation of value. Indeed, SCCSs shape how relationships are maintained and developed, promote symbiotic resource sharing between partners and can provide a competitive advantage to the firms involved.

Despite their critical role in today's networked economy, and as such the necessity to study them in order for IT to be demonstrably relevant, to date, still very few studies have actually examined how the use of SCCSs can foster the co-creation of value and provide benefits to each of the parties involved. Also, even though business executives and researchers continue to question the value of IT investments, the issue of IT investments has also yet to be addressed in the emergent IT-based co-creation of value research stream. Furthermore, research has yet to consider the role of joint collaborative planning (JCP) between partners in supporting IT-based co-creation of value. Indeed, while recent studies highlight how a consultative approach to goal setting through JCP can radically

alter the actual collaboration, the systems that will support them and the ensuing benefits, the importance of this element as a governance mechanism to safeguard relation-specific IT assets and generate value has yet to be demonstrated in IT valuation research.

**Questão referente ao texto *Joint Collaborative Planning as a Governance Mechanism to Strengthen the Chain of IT Value Co-Creation***

**WRITE BETWEEN 60 TO 80 WORDS IN ENGLISH.**

Discuss the following statement:

*“The more the investments in IT partners, the more the benefits to the parts involved.” Do you agree? Disagree? (3,0)*

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