

The IT Payoff: Measuring The Business Value Of Information Technology Investments

By Sarv Devaraj



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Rajiv Kohli, and Sarv Devaraj Measuring Business Value of Information Technology He is a coauthor of IT Payoff: Measuring Business Value of

<http://www.ijec-web.org/past-issues/volume-9-number-1-fall-2004/ijecv9n1/>

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<http://chronicle.com/article/Is-ROI-the-Right-Way-to-Judge/138665/>

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http://en.wikipedia.org/wiki/Payback_period

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<http://www.vox.com/cards/gdp-economic-output/what-does-gdp-measure>

Book information and reviews for ISBN:9780130650740,The IT Payoff: Measuring The Business Value Of Information Technology Investments by Sarv Devaraj.

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Sarv Devaraj is the author of The IT Payoff (3.00 avg rating, 2 ratings, 0 reviews, published 2002) and The It Payoff (0.0 avg rating, Sarv Devaraj
http://www.goodreads.com/author/show/7317520.Sarv_Devaraj

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<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2692614/>

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<http://knowledge.wharton.upenn.edu/article/the-art-and-science-of-measuring-ceo-performance/>

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<http://www.mypearsonstore.com/bookstore/browse.asp?st=57516>

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Communications of the Association for Information Systems Volume 9 Article 14
10-27-2002 Measuring Payoff of Information Technology Investments: Research Issues
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<http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1688&context=amcis2002>

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equivalent martingale measure), is a probability measure such that each share

http://en.wikipedia.org/wiki/Risk-neutral_measure

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to test a company's liquidity (also referred to as its current or working

<http://www.investopedia.com/university/ratios/liquidity-measurement/ratio1.asp>