IT-strategy and major aspects of quality management on the market of goods and services

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Abstract

© Published under licence by IOP Publishing Ltd. The article deals with the basic provisions of the formation of IT-strategies and interaction with management quality. Formation of the IT-strategy in a volatile, changing marketing environment is a prerequisite for efficient operation of the company.

http://dx.doi.org/10.1088/1757-899X/240/1/012038

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