

## **ABSTRACT**

This purpose of this research is to investigate the linkages between management information technology and sustainable competitive advantage. And also, seeks to examine the impact of executive support and network organization on the management information technology.

Understanding sources of sustainable competitive advantage has become a major area of research in strategic management. A firm's IT infrastructure has been described as a major business resource and key source for attaining long term competitive advantage. Intangibles information technology resource are knowledge asset, customer orientation and synergy. Synergy refers to the sharing of resources and capabilities across organizational division.

The primary data of this received from a manager or chairman of publishers or distributors throughout Indonesia, that collected by mail survey. Total of population of the research are 115, taken all as respondent of research. Data collection uses questionnaire and data measurement uses 7 Likert scale (1-extremely disagree – until 7-extremely agree). Data is analyzed using SEM under AMOS 16.0

The results showed that management information technology have a strong effect to achieve sustainable competitive advantage. The network organization is the important factor to influence the management information technology which influence to build sustainable competitive advantage, and then executive support do.

Key word : executive support, network organization and sustainable competitive advantage