**Title**
The Strategic Importance of Information Technology in Regional Pharmacies

**Description of the Project**
This Summer Research project continues the work of a current Honours Thesis topic which has investigated pharmacies in the Illawarra region. By conducting the same survey in other regional areas, a more comprehensive understanding of the topic will be obtained.

The aims of the research are to:
- determine if the level of investment that the pharmacist places towards their IT infrastructure impacts on the way that it is used.
- determine if the demographic characteristics of the pharmacist, such as age, gender and ethnicity, impact on the IT decisions that are made.
- determine the approach that pharmacists adopt when making IT decisions and whether the use of a strategic plan is valued.
- develop recommendations regarding the use of a strategic plan when making IT decisions by pharmacists. These recommendations will be based on the data collected from the questionnaire and interview.

This research could potentially include fieldwork in order to conduct the interviews. The proposed regional area for this project is the Hunter region.

**Expected Outcome**
A conference paper that is co-authored with the current Honours Student, regarding the comparative analysis of the two areas surveyed. This is of significance to SME e-business research.

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