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The ICT Induced Business Reconfiguration from Evolution to Revolution

(A Case Study of Public Sector Banks in Sri Lanka)

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Abstract--This paper explores the recent revolutionary levels of **Business Reconfiguration in the Public Sector Banks in Sri Lanka** through a Case Study exploratory analysis. This study has compared the five levels of **Business Reconfiguration** introduced by Venkatraman (1991) with the Sri Lankan Public Sector Banks. Findings show that rather than evolutionary levels, these banks have achieved the revolutionary levels of business **Reconfiguration** within a short period of time and it is believed that they will achieve the optimum capability of level five in near future.

Key Words: Information and Communication Technology, Business Reconfiguration, Evolutionary levels, Revolutionary levels