

Sammanfattning

Adoption of Digital Innovations in a Global Organization – An explorative study

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The development of digital innovation influences the work of various markets, and the manufacturing industry faces challenges when transforming parts of their business towards a more digital approach. Transforming an industry towards digital innovations require a focus from the organization to understand the willingness of its internal stakeholders to accept and adopt to digital innovations, and how they will perceive quality from the digital innovations. This thesis work focused on the internal perspective of a case company and their work of a transformation journey towards digital innovations.

The purpose of this thesis study is to identify and explore factors in a global organization which internal stakeholders find necessary for the adoption of digital innovations. From the collected data a conceptual model which is based on 17 interviews was developed to present the result of the study and the factors that were identified to be necessary for the adoption of digital innovations. The conceptual model included eight factors of organizational structure, organizational strategic position, organizational adopter environment, organizational commitment towards digitalization, promotional activities, quality attributes, digital innovation as a value creating mechanism, and personal characteristics. The factors of the conceptual model could be concluded to be the essential and supportive factors that an organization must consider for the adoption of digital innovations. Further, this study also presents a typification illustrating four different individual adoption behaviors of the internal stakeholders in the case company. The result of the typification of adoption behaviors presents four behavioral groups of “The supportive”, “The doers”, “The disrupters” and “The disconnected”.

This study expands previous research by exploring adoption of innovations in a new global digital context. Further, the result of this study suggests that the quality attributes ease of use, compatibility and flexibility, and quick to use, and value creating mechanisms of perceived benefits of customers, perceived benefits for internal stakeholder, and understanding for data utilization as the main factors of perceived quality of digital innovations. The conceptual model of this study could be used as a support for future organizations when adopting digital innovations. The knowledge of which factors influence the adoption of digital innovations could help organizations prepare for an organizational transformation and build necessary prerequisites to make the adoption of digital innovations successful. Further, organizations could benefit from understanding the types of behaviors of their internal stakeholders when approaching internal stakeholders with digital innovations.

Keywords: Adoption, digital innovation, perceived quality, innovation journey, internal stakeholders, intra-organizational