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12-13-2018

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Recommended Citation

Drechsler, Katharina; Hund, Axel; and Wagner, Heinz-Theo, "Governing Digital Innovation: Exploring the Role of Chief Digital Officers" (2018). *DIGIT 2018 Proceedings*. 6.

<https://aisel.aisnet.org/digit2018/6>

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Governing Digital Innovation: Exploring the Role of Chief Digital Officers

Research-in-Progress

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Abstract

The digitization has disrupted industries and challenged incumbent organizations. To profit from the distinct characteristics of digital technology and to enhance digital innovation success, organizations have introduced mechanisms to access knowledge sources residing within and outside the organization. At the same time, new managerial positions, such as the Chief Digital Officer (CDO), have been established to organize the adoption of new technologies and champion digital innovation. We explore how CDOs govern organization's digital innovation success by assuming the role of an innovation champion. Moreover, we propose that internal reorganization and sourcing of external knowledge offer important mechanisms for CDOs to enhance organization's absorptive capacity, and indirectly digital innovation success. We plan to test the proposed research model empirically by performing a regression analysis of multivariate longitudinal data of the world's largest manufacturers.

Keywords: Digital Innovation, Chief Digital Officer, Adoption of Technology, Innovation Champion, Absorptive Capacity