

Technological Innovation and Its Impact on Business Model, Organization and Corporate Culture – IBM's Transformation into a Globally Integrated, Service-Oriented Enterprise

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Abstract

This article investigates the influence of information and communication technology (ICT) on business transformation. First, the general, ICT-driven development lines of globalization and service-orientation are described. Then, an analysis of the IBM Corporation's transformation over the past 50 years into a globally integrated, service-oriented company illustrates that ICT innovations must be dealt with by simultaneous adaptation of business model, organization and corporate culture. For many companies the ability to manage this change becomes increasingly critical.

Keywords

Innovation – Information and communication technology – Business model
Organization – Corporate culture – Transformation – Change management – IBM

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