The Adoption of Real-Time Digital Data Streams: Insights from Four Representative Case Studies

Manjunath Paramashivaiah
Ultimate Software, Weston FL USA
Grenoble Ecole de Management, France
manjunath_paramashivaiah@ultimatesoftware.com

Federico Pigni
Grenoble Ecole de Management, France
federico.pigni@grenoble-em.com

Abstract

This paper combines Innovation Diffusion theory (IDT) and Managerial Fashion Theory to identify the emerging factors affecting real-time digital data streams adoption. Based on four representative case studies from innovative companies, the analysis reveals how a high propensity to risk is intertwined in studied organizational cultures. More specifically, these organizations are unconcerned by failure and limitedly affected by innovation complexity and incompatibility. Moreover, they firmly believed that they would rather be trend-setters than following a leader. In this setting, established adoption models show their limits in explaining and predicting adoption. Therefore, we extend the applicability of IDT and managerial fashion theories advancing an integrative model comprising the emerging dimensions of culture and propensity to risk from the field study. Results are finally discussed in the light of current literature.

Keywords: Innovation Diffusion theory (IDT), Managerial Fashion, risk propensity, company culture, multiple case studies, real-time data.