Factors influencing Organizational adoption of Real-time Digital Data Streams (DDS)

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Abstract

The issue addressed by this research is the identification of facilitators and inhibitors affecting the organizational adoption of Real-time Digital Data Streams (DDS). Very little academic and empirical research has been conducted on adoption of DDS at an organizational level. Most of current research has been conceptual and focused on value addition provided by DDS and organizational readiness. However, it has shown DDS enormous potential for organization willing to exploit it. It then becomes critical for organizations and decision makers understand the elements contributing to their exploitation and use. To do so we consider the DDS itself, not just IT systems that mechanically delivers it, an organizational innovation. We then advance an adoption model that considers environmental, organizational and DDS characteristics as set of factors affecting DDS adoption. We expect that studying these factors will allow organizations to prepare for the changes induced by the novel practices for data exploitation.

Keywords

Digital Data Streams, DDS, Adoption, Managerial Fashion, Diffusion of Innovation Theory.