

Chapter 2

The Organizational Impact of Digital Adoption: A Literature Review

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ABSTRACT

Diverse forms of digital innovations are at the forefront of transforming organizations, based on new digital technologies. Extant research has examined distinct themes such as gender equality in accessing digital technology, new methods on arts, health and education flexibility, just to mention a few. Nevertheless, existing research has not shown in full all the research streams, how they interplay with each other, and the potential knowledge development. Thus, a literature review on digital adoption on organizations in this post-COVID world is opportune. This chapter aims at identifying research trends in the field through a systematic bibliometric literature review (LRSB) of research on digital adoption. The review involves 55 documents indexed in the Scopus database. It follows that digital adoption results from the organizational ability to adopt and use appropriate technologies based on their business processes and needs.

INTRODUCTION

Competitive pressures in the local and international markets have led to digitizing processes to increase efficiency, quality, performance, and productivity. Lee et al. (2020) define digitalization as adopting and using digital technologies by an organization. Pagani and Pardo (2017) explain that the availability of digital technologies has created access to a wide range of digital systems that determine network interactions with actors such as suppliers and customers. It can be explained that a single author cannot provide an end-to-end solution with adequate partnership management capabilities (Pagani & Pardo, 2017). Therefore, organizational digital adoption strategies aim to improve business relationships by

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digitizing the supply and demand chains. The improved business relationships influence value co-creation efforts and processes, leading to digital transformations and organizational competitiveness in the modern digital economy.

The impacts of digital adoption range from enhanced connectivity increased access to global markets, equalization, and financial inclusion. Lee et al. (2020) categorize the effects of digital adoption in three dimensions; activity-links-centered digitalization that involves optimizing existing activities, resource-ties-centered digitalization to enable inputs for new activities, and actor-bonds-centered digitalization to establish and maintain networks between multiple stakeholders. The variations in technology adoptions and implications in each organization can be interpreted through the technology acceptance model (TAM) which proposes that individuals and firms adopt digital technology based on the perceived ease of use and usefulness (Kwabena et al., 2021). Identifying the key drivers of digital adoption highlights the intentions to use and the desired and acquired implications. Although current research highlights various themes and trends resulting from increased digital adoption, there is a lack of comprehensive research that interprets the impacts from a broader viewpoint. This research aims to fill this research gap by synthesizing academic research on technology adoption to indicate the interconnection between the implications for knowledge development. Thus, this study aims to understand the organizational impact of digital adoption.

METHODOLOGICAL APPROACH

A Systematic Bibliometric Literature Review (LRSB) was conducted to identify appropriate sources providing information on digital adoption and its impacts on organizations. Literature reviews play a critical role in knowledge development by facilitating information gathering and evaluating existing literature. They allow contextualization of a topic or research problem based on the existing evidence (Rosário, 2021, Raimundo & Rosário, 2021, Rosário et al., 2021, Rosário & Cruz, 2019).

Similarly, bibliometric methods investigate an emerging research field since complete maps of information structure in specified literature streams (Rialti et al., 2019). LRSB adopts a scientific, replicable, and transparent research process that minimizes bias during evidence selection by offering a comprehensive audit trail of methods, judgments, and conclusions throughout the literature search (Linnenluecke et al., 2020). Given the increasing number of published scholarly articles on digital technologies, it has become gradually more difficult for professionals to track new developments due to time requirements and vast amounts of information.

Therefore, this LRSB aims to provide synthesized information from multiple academic sources to provide essential knowledge on digital adoption and its associated trends and implications. The findings can be used for decision-making in businesses and knowledge development in scholarly research and teachings (Table 1).

This study used the SCOPUS indexing database of scientific articles, as we consider it the most important with peer-review in the academic environment.

However, we consider that one of the main limitations of the study is that it is limited to the SCOPUS database only, excluding other databases of academic indicia. However, SCOPUS is the leading index of peer-reviewed academic documents, with nearly 19,500 titles from more than 5,000 international publishers, including coverage of 16,500 journals.

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