

# Chapter 15

## Disruptive Analysis of the Use of New Administrative Technologies in Organizations

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### **ABSTRACT**

*The disruptive analysis of emerging administrative technologies like AI, big data, blockchain, and robotic process automation (RPA) highlights their transformative impact on organizational efficiency, decision-making, and global competitiveness. These technologies redefine how organizations create value, interact with customers, and compete, accelerated by trends like globalization and COVID-19. However, barriers such as resistance to change, lack of digital skills, and poor implementation strategies hinder adoption. Leadership, culture, and change management are key to overcoming these challenges. Organizations that successfully integrate these technologies will enhance efficiency, innovation, and competitiveness in an increasingly digitalized world.*

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## INTRODUCTION

Currently, organizations operate in an environment characterized by rapid technological evolution that constantly challenges traditional administrative models (Vial, 2019; Wamba et al., 2020; Warner & Wäger, 2019; Verhoef et al., 2021). The integration of new administrative technologies, such as artificial intelligence, big data, blockchain, and robotic process automation, has emerged as a disruptive factor that redefines organizational practices and business management (Ivančić et al., 2019; Nambisan et al., 2019; Sousa & Rocha, 2019; Reis et al., 2020).

Technological disruption has led to significant transformations in the way organizations create value, interact with customers, and compete in the global marketplace (Bughin et al., 2019; Davenport & Ronanki, 2018; Kane et al., 2019; Mergel et al., 2019). According to Vial (2019), digital transformation involves a complex process that affects multiple organizational dimensions, including structure, culture, and internal processes. However, despite the potential benefits, many organizations face difficulties in adapting and effectively leveraging these technologies due to a lack of understanding and proper implementation strategies (Fitzgerald et al., 2018; Hess et al., 2019; Bharadwaj et al., 2019; Sebastian et al., 2020).

Global trends indicate an acceleration in the adoption of digital technologies driven by factors such as globalization, increased competition, and changing consumer expectations (Brennen and Kreiss, 2019; Nambisan et al., 2019; Verhoef et al., 2021; Wamba et al., 2020). The COVID-19 pandemic has intensified this dynamic, exposing the vulnerabilities of traditional business models and highlighting the need for organizational resilience and agility (Seetharaman, 2020; Priyono et al., 2020; Papadopoulos et al., 2020; De' et al., 2020).

Historically, organizations have undergone significant changes with the introduction of new technologies, from the industrial revolution to the information age (Yoo et al., 2018; Bharadwaj et al., 2019; Nambisan et al., 2019; Vial, 2019). However, the speed and scope of current technologies present unprecedented challenges that require a re-evaluation of existing theoretical and practical frameworks (Warner and Wäger, 2019; Mergel et al., 2019; Verhoef et al., 2021; Wamba et al., 2020).

The central question lies in understanding how organizations can effectively navigate technological disruption to improve their performance and competitiveness (Hess et al., 2019; Kane et al., 2019; Ivančić et al., 2019; Sousa & Rocha, 2019). This involves analyzing barriers to adoption, change management strategies, and the role of leadership in facilitating digital transformation (Fitzgerald et al., 2018; Sebastián et al., 2020; Mergel et al., 2019; Nambisan et al., 2019).

Despite the abundant literature on digital transformation, there is a gap in understanding the long-term implications and how the divergent perspectives of various authors can influence organizational success (Vial, 2019; Warner & Wäger,

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