

The Jungle of Digital Innovation Capabilities

Motivation & Hintergrund

At a rapid pace, advances in digital technologies are transforming the business environment of established organizations and our society. Today, change is an integral part of our daily lives and is fundamentally transforming human work, communication, and consumption. This creates new markets and customer needs for organizations to meet to remain competitive. To respond appropriately, organisations need to realize competitive advantage through digital innovation. Digital innovations are a special and novel type of innovation that is only possible through the further development and reorganization of existing resources and capabilities of organizations. The understanding of what digital innovation is and how to define the term is not straightforward in the literature. Similarly, the individual capabilities that contribute to the digital innovation capability are still being discussed thoroughly.

Nevertheless, it is of central importance to become aware of the capabilities that influence digital innovation in the organization. A first attempt to develop a model that represents the different definitions and dependencies of individual capability areas was made by Buck et al. 2021. Building on this framework, new questions for further research can be raised and will be addressed in the thesis. As a first step, it is useful to update the literature review that has been conducted to be able to pick up updated knowledge. Subsequently, it can be examined, for example, whether there are perse digital innovation capabilities or whether digital innovation capabilities merely mean an adaptation of existing capabilities. The prioritization of the importance of individual capabilities and the determination of context-specific influencing factors can also be examined as part of the final thesis

Literatur

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