

Organization Design for Digital Transformation

Initiative: Momentum - Förderung für Erstberufene

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Recent technological advances, such as machine learning, use of cloud-computing, and blockchain have opened tremendous opportunities for all types of organizations. Even though organizations have, by now, understood the predictive power of big data, most of them have not transformed into data-driven organizations. This transformation poses a huge challenge to organization design because big data enables innovative business models, shifts the internal distribution of power, changes structures and hierarchies, increases the speed of decision-making, requires new capabilities, and changes the culture of an organization. The aim of this research program is to develop an overarching and general theory that explains the emergence of new organization designs and to understand how organizations transform into digital organizations. The outcomes of this research program will advance the theory of organization design. Additionally, the results will be of utmost importance for practice, since the digital transformation helps organizations to address fast-paced change and to fully exploit the potential of big data to remain competitive and to survive in the long run.

Projektbeteiligte

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