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From Awareness to Full Adoption: A DOI Framework for Business Intelligence Adoption

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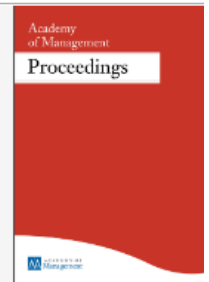
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Abstract

The positive outcome achieved by experiencing the use of digital supports in response to an increasingly competitive market has led to an ever higher propension to use Business Intelligence (BI) for enterprises in all sectors of business when making decisions. Scholars and practitioners have investigated the impacts and fields of application related to its use so far, concluding that in most cases this technology can positively affect strategic decisions and firms’ operational capability. By critically analysing such a pivotal topic among business practices, this study aims to systematically review the existing literature on BI from a diffusion of innovation (DOI) theory perspective. A structured framework considering the timeframe 2018-2023 has been proposed to explore three dimensions of BI (i.e., process, technology and software) along with the stage of firms’ innovation diffusion (i.e., awareness, experimentation and transition) as identified in a recent update of DOI theory. By analysing a final sample of 158 papers, this article endeavours to offer a comprehensive examination of how organizations are approaching BI as a game-changer. Moreover, a flourishing generation of scientific articles on such a technological solution reports an ascending cross-fertilization between Business Intelligence Systems (BISs) and digital technologies (e.g., artificial intelligence, big data analytics and blockchain). A comprehensive overview of this progressive evolution has been provided, together with its related implications for academicians and practitioners in several fields of economy.

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History

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