

Digitalisierungsvorhaben erfolgreich im Unternehmen umsetzen – was sind die zentralen Erfolgsfaktoren?



Abstract

Digitalisation is an omnipresent and unstoppable change. The effect of digitalisation can be compared with the strong change in society that accompanied the first phase of industrialisation in the 18th century. This makes it more important to acquire sound knowledge in this matter and to deal with it. The aim of this work was to identify success factors for a company in the run-up to a digitisation project. Finally, this work is intended to provide recommendations for action for consulting companies.

The recommendations for action derived are based on the comparison of the knowledge determined in the expert interviews and on excerpts from the scientific literature. With a systematic literature review and expert interviews, the following success factors were identified and prioritised: People, Projects, Strategy, Culture, Structure. The most important recommendations is based on the realisation that employees are the decisive factor for a project. Therefore, the further training of employees should be promoted at all structural levels of a company.

Akay Bilgi

Dozent*in:
Prof. Dr. Petra Müller-Csernetzky

Expert*in:
Peter Radcliffe-Lunn

Wirtschaftspartner:
STAR COOPERATION GmbH

Semester:
HS22