

AS0030

# EXPLORING STAKEHOLDER RELATIONSHIPS IN TECHNOLOGY ADOPTION AS STRATEGIC INNOVATION : NARRATIVE LITERATURE REVIEW

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# Introduction

- Strategic innovation is critical for business resilience in the modern dynamic and competitive business, especially in companies that adopted technologies.
- The complicated relationship between stakeholders and their impact on the strategic innovation process has yet to receive significant investigation.

The study focuses on understanding how stakeholder relationships influence technology adoption and business resilience.



**How do the organic and multi-directional relationships among stakeholders influence technology adoption as a strategic innovation process for business resilience?**

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Research Objective

**Followed Eisenhardt's Guidelines for case study selection and analysis to ensure robust and reliable findings.**

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**Analyzed seven diverse case studies to illustrate stakeholder relationships and their impact on technology adoption.**



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# Literary Review



## Theoretical Foundation

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- Builds on existing theories of stakeholder theory and technology adoption models.
- Utilizes Eisenhardt's guidelines for case study research.

## Literature Gaps:

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- Previous studies often overlook the dynamic and multi-directional nature of stakeholder relationships.
- This research addresses these gaps by providing a comprehensive analysis of stakeholder interactions.

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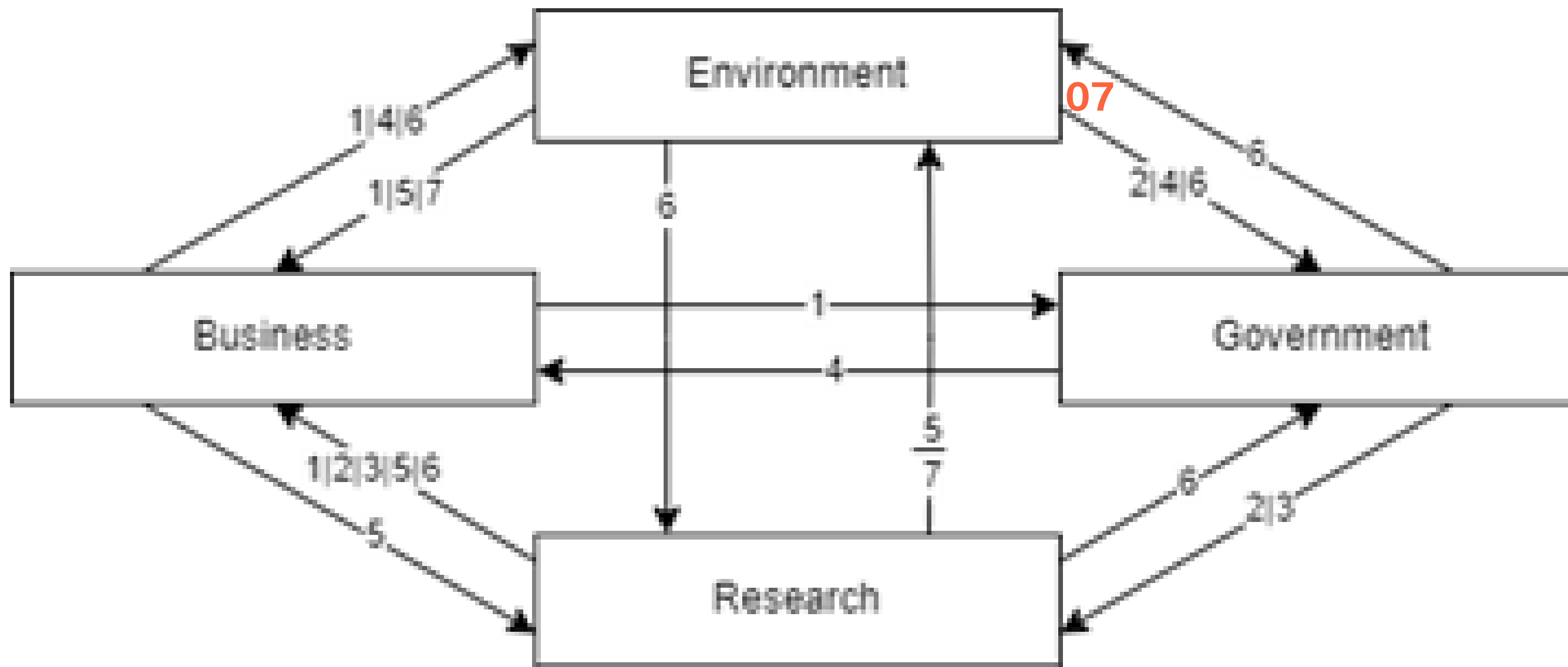
# Case Studies Overview

We choose cases based on selection criteria to ensure relevance, diversity, and insightfulness. Specifically, we focused on: Sectoral Impact, Innovative Collaboration, Data Trustworthiness, Variation, Impacted Area

## Case Studies:

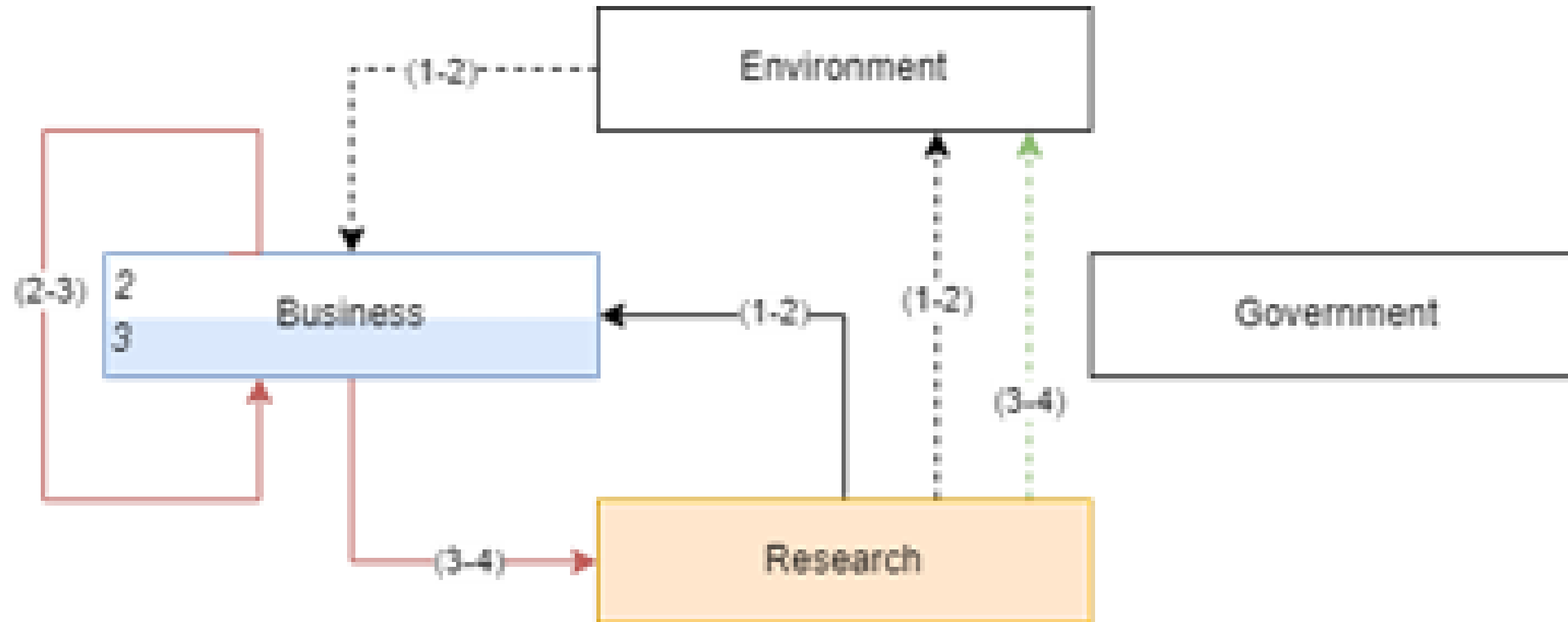
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- Case 1: User Privacy of Google
- Case 2: COVID-19 and Conference Applications
- Case 3: Evolution of the Internet
- Case 4: Volkswagen Emission Software
- Case 5: Water Consumption of Google Data Centers
- Case 6: Evolution of Electric Vehicles
- Case 7: IoT Implementation in Agriculture



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Research Objective



## Case 5: Water Consumption of Google Data Centers



# Result & Analysis

- Technology adoption is a central element within the strategic innovation process.
- The success of technology adoption as a strategic innovation process relied on the synergy among multiple stakeholders involved
- Organic and multidirectional relationships among stakeholders are dynamic and triggered by the decision-making output of a particular stakeholder, prompting reactions from other related stakeholders in specific circumstances

# Contributions

## Theoretical Contributions

- Highlights the importance of stakeholder interactions in technology adoption.
- Supports theories of strategic innovation and stakeholder engagement.

## Practical Implications

- Businesses should consider stakeholder relationships when adopting new technologies.
  - Effective stakeholder engagement is crucial for successful technology adoption.
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# Conclusions

- The study demonstrates how stakeholder relationships influence technology adoption and business resilience.
- Highlights the importance of considering these relationships in strategic decision-making.

# Analysis and Conclusion



The study demonstrates how stakeholder relationships influence technology adoption and business resilience.



Highlights the importance of considering these relationships in strategic decision-making.

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# Thank you!

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Do you have any questions?