

Performance Impact of Digital Technology Capabilities and the Support of CEO Self-Efficacy

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Abstract

In the data-driven environment of today, digital technologies change the business models of entire industries. To survive under these new conditions, organizations have to develop dynamic capabilities to properly apply digital technologies. However, due to the novelty of this topic, research about digital technology capabilities (DTCs) and potential outcomes is limited. In order to contribute to this research gap, we adapt a technology capability construct towards DTCs and measure its impact on various performance outcomes. We further take into account the enabling role of the CEO for dynamic capabilities and add CEO self-efficacy as a moderator. Based on a primary data collection of medium-sized organizations in Germany, our results show a positive effect of DTCs on performance dimensions, which is further improved through high CEO self-efficacy.