

Key dimensions of digital maturity: A study with retail sector companies in Brazil

- Salume P.K.^a,
- Barbosa M.W.^b,
- Pinto M.R.^c,
- Sousa P.R.^d

Abstract

Purpose: The objective of this research was to identify which dimensions are related to the establishment of higher levels of digital maturity. **Originality/value:** There is little academic scientific literature on digital maturity in Brazil. This research will offer subsidies to companies regarding the different dimensions that need to be emphasized by managers in order to achieve a full and effective digital transformation. This information will be valuable to support the digital transformation process of these companies. The study fills a gap in the academic context related to the lack of more comprehensive empirical studies based on digital maturity.

Design/methodology/approach: This study evaluated the relationship of eight dimensions of capacity (strategy, leadership, market, operational, people, culture, governance, and technology) with the development of digital maturity. This survey applied an electronic questionnaire to directors of the strategic level of Brazilian retail sector companies located in different regions of Brazil. At the end, a total of 260 valid questionnaires were obtained. The responses were analyzed using the Partial Least Squares (PLS) method. **Findings:** The research results showed that the strategy, market, operations, culture, and technology dimensions are those that are most related to the development of digital maturity. © 2021 Mackenzie Presbyterian University. All rights reserved.

Author keywords

Digital capabilities; Digital maturity; Digital orientation; Digital transformation; Retail