

Succeeding through Disruption: Exploring the Factors Influencing the Adoption of Disruptive Technologies in the Mobile Telecommunications Industry in Zimbabwe

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Abstract : The research explored factors influencing the adoption of disruptive technologies in the mobile telecommunications industry in Zimbabwe. Data was gathered from the second biggest competitor in the industry with over 3 million subscribers as the main case of study. The survey was conducted by purposively selecting 70 respondents from a population of 3,000,000 (three million) active subscribers from the company's database. A skip interval of 42,857 was used to randomly select the sample. Customer representatives were selected from the company's five regional offices using a two-stage cluster sampling technique. Employee participants were purposively selected from the company's head office. Self-administered questionnaires were used in the research. A pilot test was conducted and the assessment of the reliability of the research instruments used in the research performed. Results of the pilot study were analyzed to test for reliability using SPSS. The results confirmed that the style of leadership and its thrust may help speed up or reduce the adoption of disruptive technologies. This was reflected by a p-value of 0.01 which is less than 0.05. The null hypothesis was thus rejected and the strong relationship between leadership and adoption of disruptive technology is confirmed. Similar results were also obtained with respect to staff competence, availability of funding and the type of infrastructure available. Future research should look at organizational ambidexterity as well as exploitation and exploration paradigms in organizations in the telecommunications industry and their impact on the adoption of disruptive technologies.

Keywords : disruptive innovation, adoption, mobile telecommunication industry, exploration and exploitation

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