

Digital Maturity Framework: A Tool to Manage the Information Technologies and Develop Activities of Innovation in Companies

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Abstract : In this research, it is presented a digital maturity framework, which contributes to the development of small and medium-sized enterprises (SMEs) in the commercial sector. This proposal is based on three important concepts: Marketing activities in the enterprise, information and communication technologies ICT, as well as Innovation. Prior to the development of this framework, was formulated a quantitative assessment tool through a literature review, and was validated with a method used by experts, and which determines the relationship of digital marketing and innovation activities in companies. The instrument was applied to 64 Mexican companies from the Made in Mexico database, which allowed both descriptive results and correlation results. These contributed to the development of the methodology, and confirming that the management of digital marketing has a positive relation with innovation activities of companies. Also, that analytics in digital marketing is a source for its development. In this paper, the management stages and activities are presented to be developed by companies in order to generate knowledge, which will allow them to reach its digital maturity.

Keywords : digital marketing, digital maturity, innovation, SMEs

Conference Title : ICDMCS 2017 : International Conference on Digital Media and Communication Systems

Conference Location : London, United Kingdom

Conference Dates : June 28-29, 2017