

TOWARDS A METHOD FOR EVALUATING DIGITAL INNOVATION PROJECTS

Research Paper

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Abstract

During comprehensive digital transformation processes, companies initiate digital innovation projects (DIPs) to realize substantial changes to their value creation. These DIPs require dedicated practices to evaluate their effective value contribution. However, established evaluation methods often do not meet the specific requirements of DIPs and suitable, adapted methods are not yet available. This leads to a lack of transparency, the risk of realizing the wrong DIPs, and a loss of effective control options. To tackle this issue, we develop a method for evaluating DIPs in the context of an automotive manufacturer's information technology (IT) innovation unit by following the design science research methodology. We contribute to information systems (IS) research by demonstrating how one can design evaluation practices for DIPs and how one can assess diverse value contributions of these projects. Furthermore, we offer an adaptable method to practitioners who face the challenge of evaluating DIPs in their organization.

Keywords: Digital Innovation, Digital Transformation, Project Evaluation, Design Science Research

1 Introduction

In recent years, digital transformation has emerged as one of the central topics in both practice and research. In the course of the digital transformation process, organizations' established value propositions and value creation logics can be fundamentally redefined (Wessel et al., 2021). To alter their value creation process, companies innovate their products, services, processes, and business models (Nambisan et al., 2017; Svaln et al., 2017). Digital innovation, therefore, constitutes the core of an organization's digital transformation (Wiesböck and Hess, 2020). Digital innovation projects (DIPs) play a central role in realizing this transformation (Barthel and Hess, 2020; Leonhardt et al., 2020). The success of these projects that manifests organizations' digital transformation via digital innovation is thus crucial for the success of the overall transformation process (Krumay et al., 2019). A far-reaching digital transformation process can involve many, often heterogenous projects in different parts of a company (Barthel et al., 2020; Gimpel et al., 2018). This can lead to situations in which management loses track on the portfolio of projects that are currently being realized (Chaniias et al., 2019). To ensure the DIPs' and thus the overall transformation process's success, a holistic prioritization and management of these projects can play an important role (Berghaus and Back, 2017; Karimi and Walter, 2015). For this to be possible, it is necessary to identify, evaluate, and track DIPs' potential value contribution (Hand et al., 2019; Neumeier et al., 2017).

Towards A Method Of Evaluating Mediumist

**Dogan Yuksel, Mehmet Altay, Samantha
Curle**

Towards A Method Of Evaluating Mediumist:

Assessment, Testing and Evaluation in English-Medium Education from a Global Perspective Jack Pun, Samantha Curle, Pramod K. Sah, 2025-09-16 This book examines assessment testing and evaluation within English medium education contexts globally It explores how assessments can effectively measure learning outcomes integrating both content mastery and language proficiency in multilingual and multicultural classrooms It features contributions from diverse experts worldwide and offers a comprehensive analysis of assessment practices emerging trends and their implications for teaching and learning The authors emphasise inclusivity equity and effectiveness in English medium instruction EMI assessment The chapters address a range of topics within assessment including designing assessments for both content and language goals addressing challenges in EMI assessment and incorporating emerging practices such as formative assessments and translanguaging The book also discusses policy influences on EMI assessment teacher assessment literacy and the role of innovative technologies like AI in EMI assessments It provides practical examples and strategies aiming to enhance EMI assessment practices and bridge the gap between theory and classroom implementation [The Journal of Parapsychology](#) Joseph Banks Rhine, Charles Edward Stuart, William McDougall, 1942 **Journal of the American Society for Psychological Research** American Society for Psychological Research, 1971 [Software Process Improvement for Small and Medium Enterprises: Techniques and Case Studies](#) Oktaba, Hanna, Piattini, Mario, 2008-04-30 Software engineering is of major importance to all enterprises however the key areas of software quality and software process improvement standards and models are currently geared toward large organizations where most software organizations are small and medium enterprises [Software Process Improvement for Small and Medium Enterprises: Techniques and Case Studies](#) offers practical and useful guidelines models and techniques for improving software processes and products for small and medium enterprises utilizing the authoritative demonstrative tools of case studies and lessons learned to provide academics scholars and practitioners with an invaluable research source **Towards a Method of Evaluating Mediumistic Material** Joseph Gaither Pratt, 1936 *The Ecological Status of European Rivers: Evaluation and Intercalibration of Assessment Methods* Mike T. Furse, Daniel Hering, Karel Brabec, Andrea Buffagni, Leonard Sandin, Piet F.M. Verdonschot, 2009-03-20 The monitoring of benthic diatoms macrophytes macroinvertebrates and fish will be the backbone of future water management in Europe This book describes and compares the relevant methodologies and tools based on a large data set covering rivers in most parts of Europe The 36 articles presented will provide scientists and water managers with a unique insight into background and application of state of the art monitoring tools and techniques **Multilingual and Translingual Practices in English-Medium Instruction** Dogan Yuksel, Mehmet Altay, Samantha Curle, 2024-01-25 English Medium Instruction EMI refers to the use of the English language to teach academic subjects where first language of the majority of the population is not English One popular implementation of EMI the Multilingual Model would imply that some aspects e g

courses sessions in some courses and or assessment are taught through English whereas the first language of the students is used in some other respects This volume explores context related ways in which the multilingual EMI model and translangual practices are seen and enacted in higher education contexts across the globe Research on this topic is not only timely but also very much needed particularly in contexts that are relatively new to EMI as well as in contexts where monolingual forms of teaching and monolingual institutional policies still prevail Empirical research based studies as well as theoretical reviews that centre around multilingual and translangual practices in partial and full i e English only EMI settings are elaborated with case studies from Colombia Indonesia Iraq Norway Qatar Spain Turkey United Arab Emirates the UK and the USA

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