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Exploring measures to enhance the low adoption rate of IR 4.0 technologies: a qualitative inquiry with hotels during COVID-19

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Abstract

Purpose

While there was heightened awareness on the technologies of the fourth industrial revolution (IR 4.0) prior to COVID-19, studies have shown that the adoption of these advanced technologies (e.g. Big Data, robotics, Internet of Things, etc.) continues to remain low across global industries. This qualitative study sought to explore the reasons for the low rate of adoption of these technologies and appropriate measures to enhance their adoption at hotels, through the lens of hotel executives.

Design/methodology/approach

Based on interpretivist's ideals, this study follows a case study design and adopts a qualitative method of enquiry. The heterogenous purposive sampling technique was employed to gather data for the study, using semi-structured interviews.

Findings

Grounded on the technology-organisation-environment (TOE) framework, the thematic analysis revealed technology, organisation and environment-related reasons for the low rate of IR 4.0
adoption of these advanced technologies at hotels.

Originality/value

This study unearths technology, organisation and environment-related reasons for low adoption, and measures to enhance the adoption of IR 4.0 technologies in hotels. This study also enlightens

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