

MIT Sloan
Management Review

**RESEARCH
REPORT**



SUMMER 2015

In collaboration with



**FINDINGS FROM THE 2015 DIGITAL BUSINESS GLOBAL
EXECUTIVE STUDY AND RESEARCH PROJECT**

Survey Questions & Responses

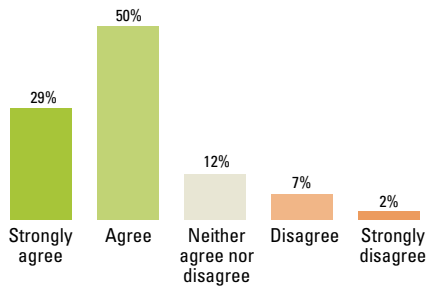
Read the full analysis of these findings
online at sloanreview.mit.edu/digital2015

#DIGITALEVOLUTION
REPRINT NUMBER 57181

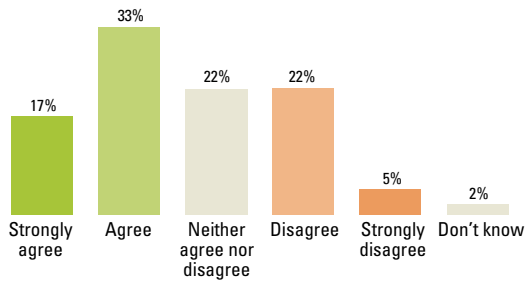
THE SURVEY: Questions and Responses

Results from the 2014 Digital Business Global Executive Survey

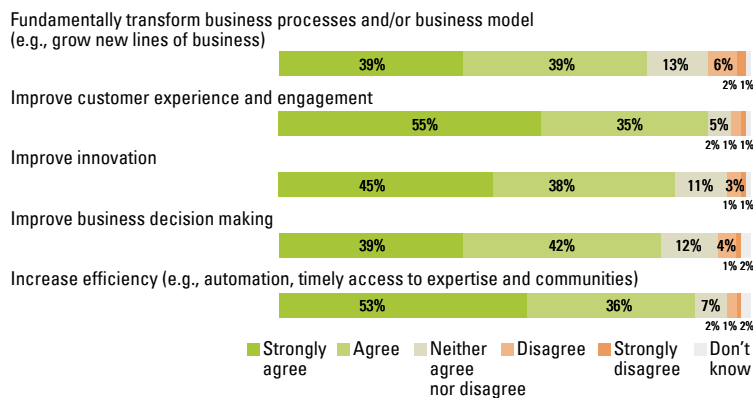
1. I know what my organization is doing with respect to digital technologies.



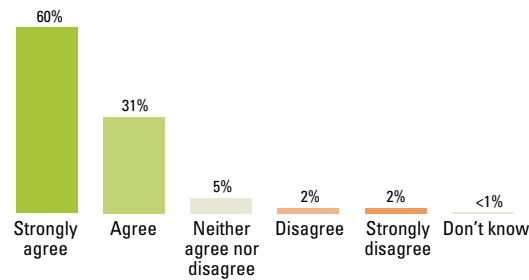
2. Our organization has a clear and coherent digital strategy.



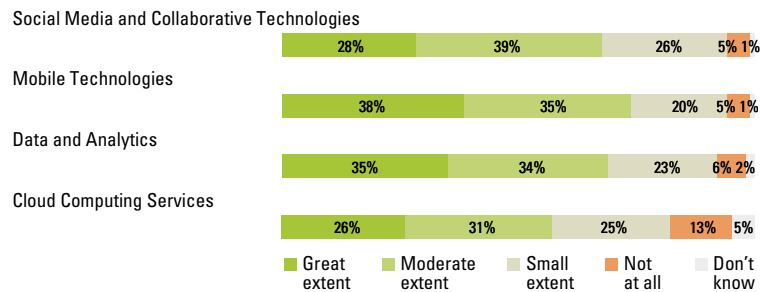
3. To what extent do you agree that the following are objectives of your organization's digital strategy?



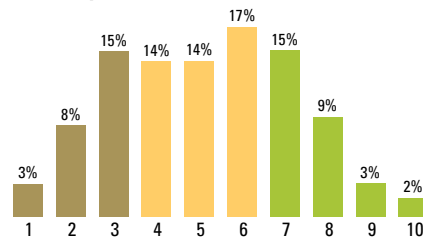
4. Digital technologies have the potential to fundamentally transform the way people in our organization work.



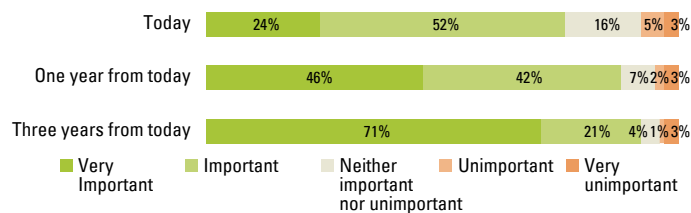
5. To what extent does your organization use the following digital technologies?



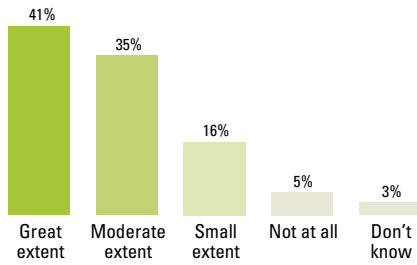
6. Imagine an ideal organization transformed by digital technologies and capabilities that improve processes, engage talent across the organization, and drive new and value-generating business models. How close is your organization to that ideal? Please rate on a scale of 1–10 where 1 = "Not at all close" and 10 = "Very close"



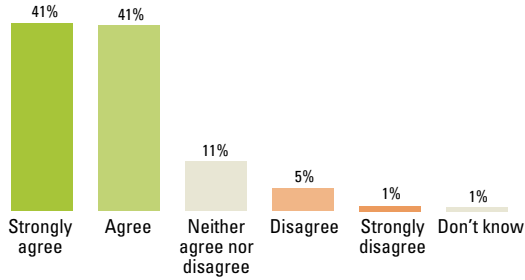
7. How important are digital technologies and capabilities to your organization?



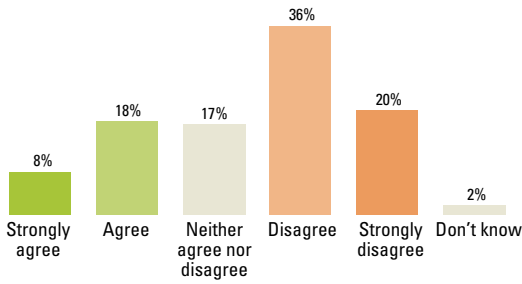
8. To what extent are digital technologies disrupting your industry?



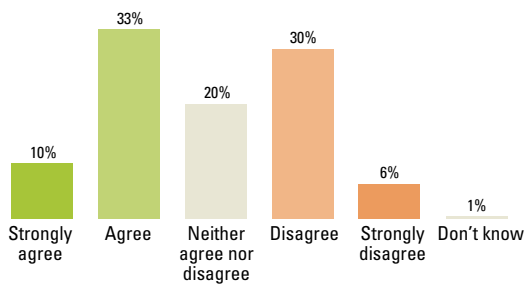
9A. My organization views digital technologies as an opportunity.



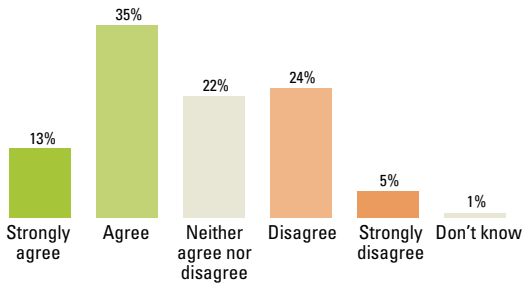
9B. My organization views digital technologies as a threat.



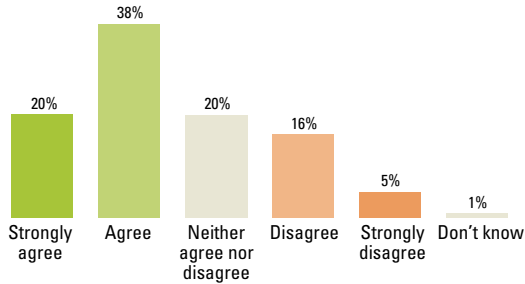
10A. I am satisfied with my organization's current reaction to digital trends.



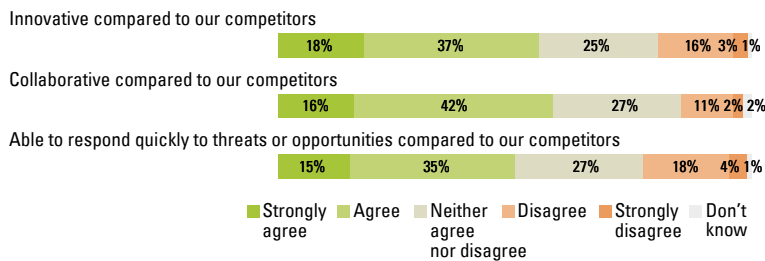
10B. I am confident in my organization's readiness to respond to digital trends.



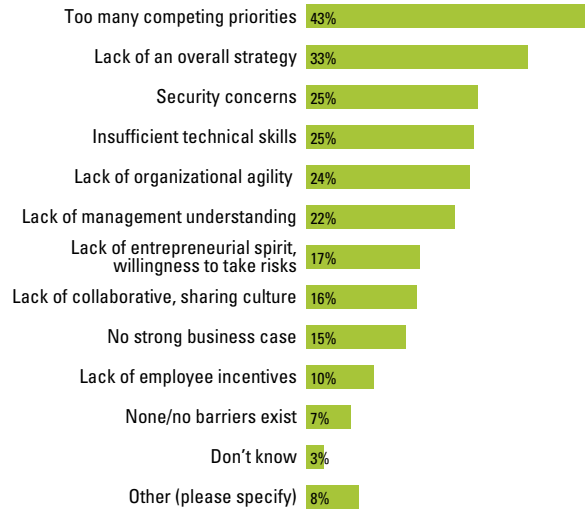
10C. I am confident in my leadership's understanding of relevant digital trends and emerging technologies.



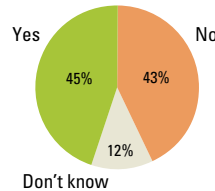
11. How would you characterize your organization?



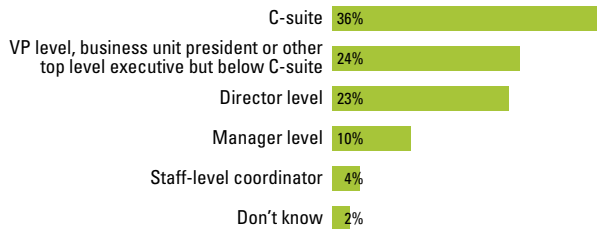
12. What barriers are impeding your organization from taking advantage of digital trends? (select up to three)



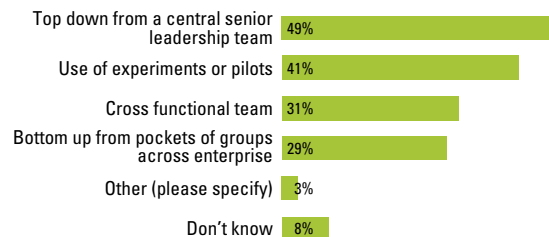
13A. Does any single person or group have the responsibility for overseeing/managing your organization's digital strategy?



13B. What is the highest level/rank of the individual(s) whose job it is to oversee/manage your organization's digital strategy?



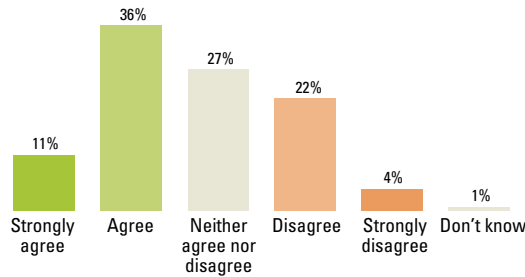
14. How is your organization implementing digital initiatives? (Select all that apply)



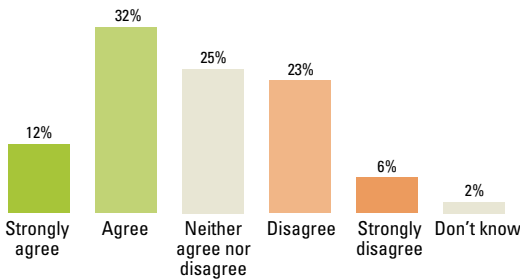
15. Which of the following skills or abilities are most lacking in your organization? (Select up to three)



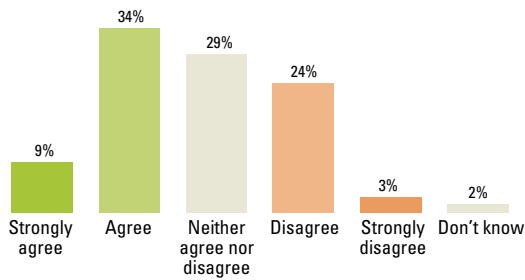
16. My organization provides me or my co-workers with the resources or opportunities to obtain the right skills to take advantage of digital trends.



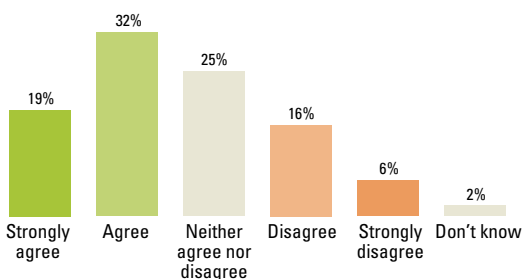
17. Our organization's leadership has sufficient skills and experience to lead our organization's digital strategy.



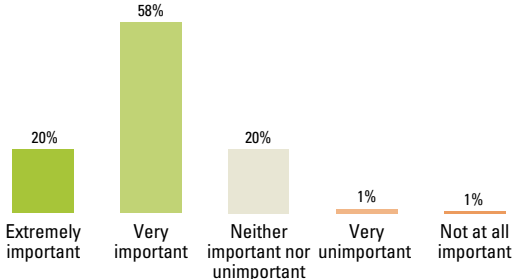
18. Our employees have sufficient skills and experience to execute our organization's digital strategy.



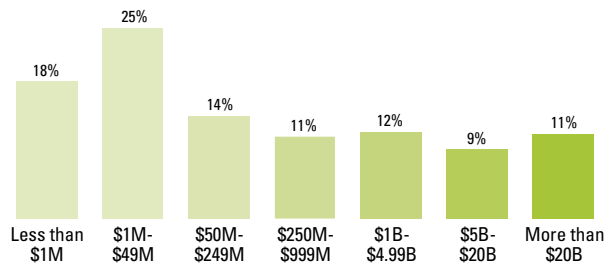
19. My manager encourages me to innovate with digital technologies.



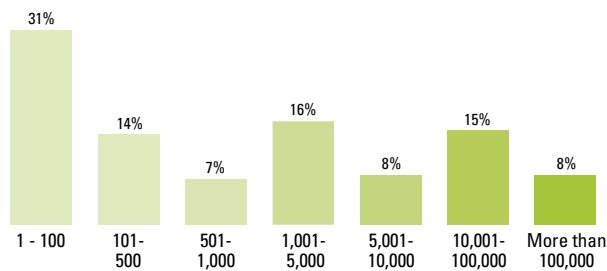
20. How important to you is it to work for an organization that is digitally enabled or is a digital leader?



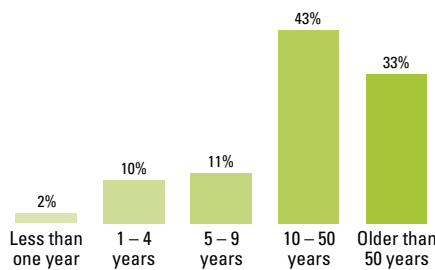
A. What were the revenues of your parent organization in its last fiscal year (in US dollars)?



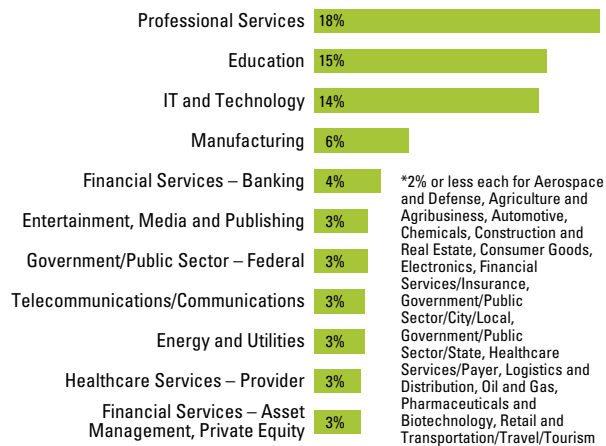
B. What is your organization's total employee headcount?



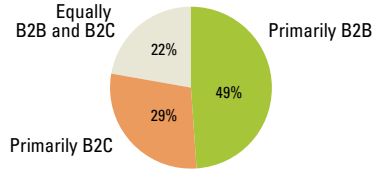
C. How long has your organization been in business?



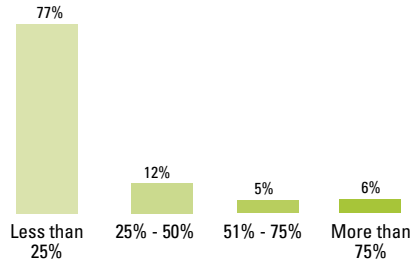
D. Which best describes your organization's primary industry?



E. Is your organization business-to-business (B2B) or business-to-consumer (B2C)?



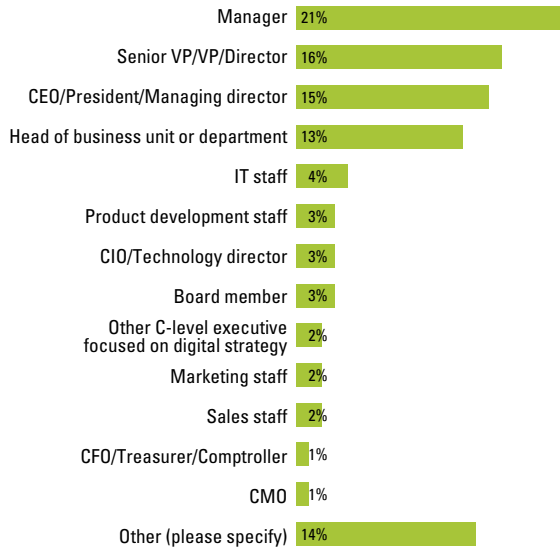
F. What portion of your organization's revenues are generated from an online presence?



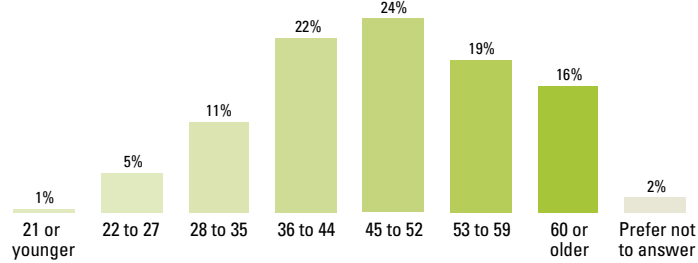
G. What is your primary functional affiliation?



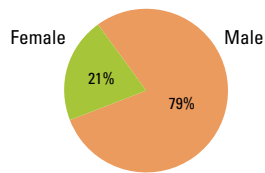
H. Which of the following best describes your role?



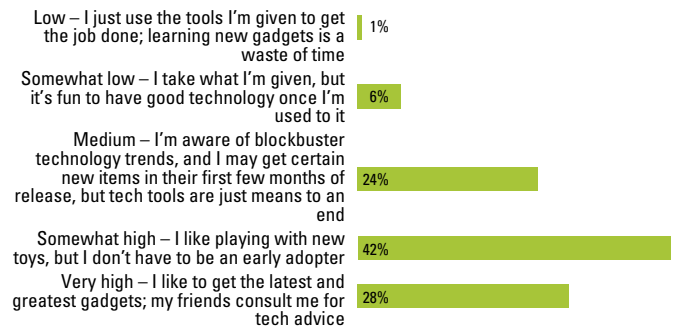
I. What is your age?



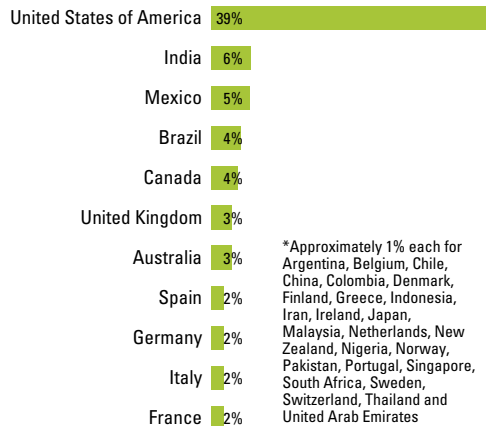
J. What is your gender?



K. What is your level of technological interest?



L. In which country do you primarily work?



*Approximately 1% each for Argentina, Belgium, Chile, China, Colombia, Denmark, Finland, Greece, Indonesia, Iran, Ireland, Japan, Malaysia, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Portugal, Singapore, South Africa, Sweden, Switzerland, Thailand and United Arab Emirates

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