

Organization Name: The Manufacturing Technology Centre

Contact Name: David Varela

Contact Email Address: david.varela@the-mtc.org

What type of research project?

Business Process Innovation Issues, New Standards Development

Topic of proposed research project:

Development of a Cultural Assessment Tool to evaluate the impact of AR in the enterprise culture

Goal of research project (200 words):

Cultural change has been highlighted as the most challenging factor to consider when embarking in a digital transformation project, especially in nowadays' context of ageing workforce. The complexity and soft nature of the topic makes it very difficult to create tools to evaluate the cultural aspects of the enterprise and their impact on Key Performance Indicators. This project intends to research and develop a Cultural Assessment Tool to enable companies to analyse and quantify the cultural impact of implementing AR technology in the nowadays operations. It is also expected that this tool will provide insight into key topics for consideration in order to increase the probability of successful technology adoption by the enterprise workforce.

What are the specific objectives for the research?:

1. Perform a research exercise of the cultural perception of AR in the enterprise. This will include the development of different AR user personas within the enterprise and a questionnaire to be submitted and answered by a selection of users from the AREA members. This will provide an overview of the current perception of the technology within the enterprise ecosystem. This task will be completed within 1 month from kick-off meeting. The suggested format for sharing the results is MS Power Point presentation.
2. Desktop research of currently available tools for enterprise culture analysis. Tools will be bench-marked against a defined criteria in function of their suitability for application to AR technology. This task will be completed within 2 months from kick-off meeting. The suggested format for sharing the results is MS Power Point presentation.
3. Develop a Cultural Assessment Tool in function of the results from Objective Two. The tool will use one or a combination of tools to provide insight to the user of the potential for a successful technology adoption considering the current status of their workforce. The tool should also highlight the topics that require attention (i.e. embedding new skills, encouraging innovation, etc.) in order to increase the probability of a successful adoption. This task will be completed within 4 months from kick-off meeting. The suggested format for sharing the results is MS Excel and/or MS Power Point presentation.
4. Gather feedback from the previous objectives and complete a 'Final Report' including the findings and instructions for the operation of the tool. This task will be completed within 6 months from kick-off meeting. The suggested format for sharing the results is MS Word.

Who do you think has expertise to conduct this research?:

The Manufacturing Technology Centre