

Digital Maturity Level from Brazilian Companies in the Franchising Sector

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Abstract

This article identifies the level of digital maturity of the franchising segment operating domestically/locally and/or internationally from the perspective of their business managers. The theoretical review addresses Digital Maturity, the Digital Maturity Model (DMM). As a methodology, a descriptive quantitative survey was conducted with franchisors from the ABF (Brazilian Franchising Association), using an online form, and a structural equation model was applied. A sample of 72 responses has been collected. The results revealed that internationalized franchising segments demonstrate a higher level of digital maturity than those operating solely in the domestic market. According to the respondents, the four most important dimensions of the digital maturity model are: Strategy; Process Digitalization; Culture and Skills; and Organization (Organizational Structure). This study can assist the franchising segment and other businesses in identifying their level of digital maturity and applying actions to ensure the digital transformation process is more strategic and structured.

Keywords: Digital Maturity; International Franchising; Brazilian Franchising.

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