

Abstract:

This thesis is concerned with factors of organization which have impact on diffusion of innovation in organization. First part describes fundamental areas of innovation diffusion theory with focus on innovation diffusion in organization. Information from organizational theory is used for better understanding of organizational nature. Second part of this thesis is systematic review of studies which describes factors with influence on diffusion of innovation in organization. Based on systematic review, there are six factors with effect on DOI – five of them are organizational factors and external influence. These five organizational factors are: organizational communication, organizational system readiness, organizational culture, individuals in organizational system and organizational structure. All of six factors are closer described within review results. In conclusion of this thesis author suggest three possible ways of future research based on these previous results of systematic review.

Keywords: diffusion of innovation, organization, innovation, characteristics of organization, organizational factors