

A Study on Technology Adoption and Change Management in Emerging Firms

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ABSTRACT

Technology adaptation has emerged as a key success to an organization competitiveness in this dynamic and challenging economy. In this digital era, Technology integration becomes an important tool to face the growth of the emerging markets. Yet, the success of such technological initiatives is not determined solely by the availability of advanced systems, but by the effectiveness of change management strategies that guide organisations through the transition. This Study mainly focuses on the dual dimensions of technology adaptation and change management for the new emerging markets, which shows the interdependency and sustainable outcomes.

Keywords: Technology Adoption, Change Management, Emerging Markets, Digital Transformation, HR Analytics, Organisational Behaviour, Innovation, Digital Era.

INTRODUCTION

Emerging markets are experiencing rapid technological adaptation, driven by globalisation, competitiveness, digitalisation. Firms face unique challenges like skill gap, limited resources, culture resistance to change. Technology upgradation is not only a technical process but a strategic organizational shift which requires change management. This paper examines how emerging markets integrate with technology adaptation with change management to achieve sustainable growth.

Objective

- To analyse the role of technology adoption in enhancing the competitiveness of emerging market firms.
- To evaluate the importance of change management in facilitating successful technology integration.
- To study case-based evidence of technology adoption in HR and manufacturing sectors in India.
- To identify best practices and strategies for overcoming resistance to change.

REVIEW OF LITERATURE

Trivelli R., 2025: This study highlights organisational, technological, and individual influencing adaptation of emerging technology of all phases of time.

Antonymsamy A, Mary M V A & Prabahar I B, 2025: It mainly focuses on the commerce and SMEs in India which shows a digital transformation, upgradation and strategic implications.

Jibril A B, Amoah J, Panigrahi R R & Gochhait S, 2024: It examines the role of technology adaptation and innovation strategies during the post-pandemic era. In SME sector in Ghana.

Egalaa S B, Amoah J, Jibril A B, & Bruce E, 2024: This study identifies leadership, resource allocation which explores the organisational drivers of digital transformation.

Research Gap

While extensive literature exists on technology adaptation in developed economies, limited research focuses on the intersection of technology adaptation and change management. Most studies explain the technical concept but overlook of organisational behaviour, reason for resistance, employee engagement and others. This paper addresses this gap by providing case-based insights from Indian firms.

RESEARCH METHODOLOGY

This study adopts a descriptive and analytical research design using a qualitative approach.

Data Sources:

- Secondary data from academic journals, reports, and policy documents
- Case-based analysis of an AI-enabled recruitment system

Method:

- Literature synthesis
- Conceptual analysis
- Case study

Analysis Technique:

- Thematic analysis
- Comparative interpretation

CASE STUDY:

Digital Transformation & Change Management

India's largest and famous IT service company and manufacturing industries which faced challenges like adapting to rapid technological shifts in automation, artificial intelligence, and cloud computing. Traditional service becomes outdated in the growing industry and employees expressed resistance in the fear of skill gap, job security.

Analysis

However, to resolve these problems, Workforce upskilling and reskilling, wherein the company is particularly focusing on the digital channel across various operations, including services. To ensure the workforce is prepared to cope effectively, the organization is heavily investing in the digital education of the employees through platforms, where employees have now become familiar with the application of AI, cloud computing, and so forth. Hence, the Company has effectively leveraged the applications of technologies like 'Ignio,' which is powered through AI, the cloud, the field of HR Analytics. By adopting these solutions, firms in both IT and manufacturing sectors can achieve sustainable digital transformation, strengthen resilience, and secure their position in an increasingly competitive global market.

CONCLUSION

Adoption of technology in firms in emerging market which is inseparable from change management. Firms that invest in structured frameworks, employee training, and transparent communication achieve sustainable transformation. What can be learned from the case studies is that properly developed, HR-driven strategies can prevent resistance and ensure successful digital tool integration. Future research should explore cross-sectoral comparisons and quantitative measures of change management effectiveness in emerging economies.

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