Abstract

The purpose of this Master's thesis is to find out what are the factors of organisational culture and of legal context, which influence the adoption of DreamApply solution. Internationalisation has accelerated the admission processes at higher education institutions (HEIs) to the extent, where specialised information and communication technology (ICT) solutions are necessary. HEIs invest into integrating innovative e-solutions such as DreamApply into their daily workflow. Outsourcing a solution from an external provider can be a resource intensive task and it often requires organisational change, which in turn raises the importance of bringing the cultural and formal matters in the consciousness of involved stakeholders, so the decisions in the process would be well-grounded.

To this end, a thematic analysis is conducted, based on in-depth interviews among the clients and the employees of DreamApply. In combination with a thorough literature review, the analysis shows that there are four distinctive factors related to organisational culture, which seem to influence the adoption of DreamApply solution: organisational structure, leadership, cognitive processes of individuals and the interrelated processes of external adaptation and internal integration. Furthermore, the research emphasised the important role of the legal environment surrounding the ICT adoption and indicated limited awareness about the matters. The conclusions provide input to the developers of DreamApply, to be able to serve the needs of HEIs more constructively, but also contribute to the knowledge base of organisational culture, when it comes to technological change and innovation.

This thesis is written in English and is 60 pages long, including 7 chapters, 1 figure and 6 tables.