

Abstract

In the dissertation entitled Conditions of the diffusion of digital radio in Poland, a detailed analysis of the diffusion of innovations in the process of digitalization and automation of radio broadcasting in Poland was made. This work is the result of research on factors influencing the management of the diffusion of innovations in the context of digitalization and automation of radio broadcasting in Poland. The main research problem is to understand the conditions of the diffusion of innovations in the digitalization of radio broadcasting and to assess the extent to which the theory of innovation diffusion influences changes in the approach to managing these innovations. The processes of digitalization in radio stations and their impact on commercial activity were analyzed in the context of innovation diffusion models. In order to justify the hypotheses, a literature analysis was conducted using the PRISMA method, concerning the subject of the work, empirical research was carried out and the obtained results were analyzed. The work identified and classified innovation processes, examining the conditions of their management through models such as the Rogers innovation diffusion model and the technology acceptance model (TAM). The empirical part of the work focuses on the analysis of the diffusion of digital radio in Poland, including public opinion surveys and surveys conducted among radio employees. Based on the research results, an original concept of the theory of diffusion and acceptance of innovation in the context of the digital transformation of WMATR radio was developed. The evaluation carried out includes the adaptation of the TAM model and benchmarking, indicating the best practices in innovation management in the radio industry.

The research allowed for the identification of key factors shaping the process of diffusion of innovation in the radio sector. Thanks to the analysis of these conditions, it was possible to better understand the dynamic changes taking place in the process of digitization, as well as to better approximate the specificity of DAB + radio as an innovative medium that responds to the growing expectations and needs of the radio market.

Keywords: innovation, management, innovation diffusion, digitalization, DAB+