

# **Disruption Dynamics Maturity Model: An Empirical Tool for Business Disruption Diagnosis and Intervention**

**Dr. Dhrupad Mathur**

Associate Professor - Technology Management,  
SP Jain School of Global Management, Dubai, UAE

## **Abstract**

Numerous models and frameworks addressing Digital Transformation and Business disruption have emerged in the last two decades. Generally, such models and frameworks can describe Business disruption well and even help with post-facto analysis as they delve mostly into prior popular examples and cases. The Disruption Dynamics Maturity Model proposed here takes a deeper and more action-oriented approach towards providing diagnosis and a path for possible Interventions. Disruption Dynamics Maturity Model can be applied empirically to business situations, to capture the emerging scenarios and analyze possibilities for the future. While a number of authors, researchers from all over the world and even major consulting firms like McKinsey, Deloitte, Accenture etc. have all tried to gauge this phenomenon, the challenge is that the factors triggering business disruption are becoming more granular and widespread, coming in from multiple directions, mostly not even identifiable in time. This makes it difficult to have a universal or at least a widely accepted model for diagnosing Business Disruption. Hence such a model must be dynamic, evolving in time and must also allow the practitioners or managers to track, group, pre-empt and envision various scenarios allowing them to deduce various strategic and tactical decisions. Through an integrative literature review, this working paper explores and captures significant dimensions to conceptualize such a model which can be used as an empirical tool for Business Disruption Diagnosis and Intervention. The outcome of this study is conceptualizing the Disruption Dynamics Maturity Model and demonstrating its dimensions.

**Keywords:** Digital Transformation, Digitalization, Disruption Dynamics, Business Disruption Diagnostic tool, Disruption Maturity Model