**Using innovative diffusion to introduce data governance for digital transformation during COVID-19**

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**ABSTRACT**

Why or what digital transformation? This is an issue faced by many companies. There are many ways and models of digital transformation, which all depend on the company’s internal culture, resources, industrial characteristics, external competition, and problems faced, etc., which are all references for corporate digital transformation. Because the problems of company faced to be solved is different, the solution used will also be different. Success can only be achieved by acting on the right conditions and solutions. The foundation of digital transformation is the use of digital technology to solve problems faced by enterprises. The scope of digital technology is mainly two categories of software and hardware, and these two categories are extended to different application solutions. In the field of academic research, try to find an academic model that combines digital technology and basics in the research, and then construct a new digital transformation equation.

Taiwan's tea culture has begun to establish its foundation in the 18th century. In recent years, it has developed a global legend of bubble tea, but behind this is the traditional supplier of tea raw materials. Originally, it could only adhere to the traditional B2B business model. Due to the market competition and the impact of the COVID-19 global epidemic, the original supply chain has been in a crisis of chain disruption. The traditional business model has been greatly affected and cannot be carried out continuously. Therefore, it is necessary to seek changes and transformations. Continuously seek innovation solution in order to break through the constraints of competition, so that the company can be operated sustainably. The case company is a tea raw material supplier that has been established for more than 30 years. Due to market competition, and the COVID-19 epidemic, the supply chain to be disrupted, but under the concept of crisis comes opportunity, prompting the upgrade and optimization of information systems (IS) and system equipment. At the same time, the product and service model will be changed in an innovative diffusion model and also introduce the data governance to do the data analysis and find the new solution for the product and service. The is to help the enterprises can continue to operate under the epidemic or face the market competition situation.

This study explores the relevant decision-making motivations and execution processes and processes of case companies during digital transformation that using the innovative diffusion model and data governance methodology. In the future, the data governance will be the majority condition for the innovation activities and all the digital transformation. This study will hope can provide academic reference and discussion in the related research.

Keywords: innovation diffusion, data governance, digital transformation, COVID-19, disruption