Perceptions on the Feasibility of Implementing Innovative Cost and Price Analysis Software Across NAVSEA

Abstract

Parameter

A universal problem in most organizations centers on adopting innovations. According to the Diffusion of Innovation Theory, organizations should consider five factors when deciding on adopting an innovation: relative advantage, compatibility, complexity, trialability, and observability. While some government agencies have successfully adopted innovative cost or pricing software, it is unclear if it is feasible to adopt innovative cost and price analysis software at Naval Sea Systems Command (NAVSEA).



NAVAL

SCHOOL

POSTGRADUATE

Methods

The purpose of the qualitative research study is to explore NAVSEA acquisition leadership's perception on the feasibility of adopting and implementing ProPricer across their organization in Fiscal Year (FY) 2023.

Relative	Higher benefit anticipated leads to faster adoption	
Advantage		
Compatibility	More familiarity leads to an easier adoption	
Complexity	Ease of perceived use leads to faster adoption	
Trialability	Incremental adoption provides easier adoption	
Observability	Visibility of positive results leads to faster	
	adoption	

Effect

Diffusion of Innovation Theory - Factors That Influence Adoption.

Findings & Their Impact

- The U.S. DOD Sole Source Streamlining Toolbox introduced ProPricer as a software that can "expedite the modeling process and facilitate constructive communications between the Government and the contractor during proposal evaluations, fact-finding, and negotiations"
- Multiple Government agencies and the top 10 largest defense contractors have implemented ProPricer.
- Utilizing the Diffusion of Innovation Theory & The Coping Model of User Adaption the leadership was presented with a pathway to success as well as potential roadblocks to implementing a new technology, such as ProPricer.

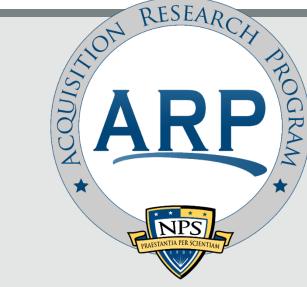
Utilizing the research contained in the literature review, the researcher presented to NAVSEA acquisition leadership to allow them to understand the capabilities of ProPricer and to explore their perceptions on the feasibility of implementing ProPricer

Opportunity				
Low Perceived Control	Achievement Emotions • Enjoyment • Happiness • Relief	Challenge Emotions Anticipation Excitement Hope 	High	
	Loss Emotions Anger Disgust 	Deterrence Emotions Anxiety Fear 	Perceived Control	

Recommendations

- Cross-Organizational team attends virtual 1. demonstration of ProPricer capabilities
- ProPricer offers virtual demonstration as part of implementation/training process.
- Helps with Observability in DOI Theory & movement towards Top Right of CMUA table.

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Disgust • rear Frustration Worry

Threat

Emotion Categories in CMUA. How employees view new technology.

2. Phased Implementation of ProPricer

- Implementation in 1 of the 4 contracts directorates limits risk associated with technology implementation to the command.
- If implementation is successful, other 3 branches benefit from all 5 diffusion of innovation metrics.

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