

Technology and Business Management

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Firms that manage the crises successfully survived and become high performing organizations my study focuses on the notion that learning orientation as one of the technology-management based elements that effect firm performance of the Industry & market demand or technological opportunity that explains inventors' decisions to bring their ideas to market? Business technology management by strategically incorporating both operational and infrastructure levels of technology management to ensure that an enterprise's business strategy can be realized by the technology it deploys. This structured approach is used by enterprises to align & synchronize the technology and business management for the purpose of ensuring better execution, risk control and profitability. Performing an impact assessment on BTM (Business Technology Management) consists of: the extent of the change proposed, key differences in the changed state from a point of reference in BTM or in the original state, Focus on the possible effects of the key differences from step in BTM, Sort and prioritize the possible effects from the key differences based on risk and possibility in BTM, Make a decision by using the results.

India presents a unique business challenge has a large potential untapped market of size equal to that of the rest of the world (excluding China) require affordable products to be designed innovative mechanism to produce and distribute sound business built on values

Keywords: Technology, Management, Business Strategy, BTM (Business Technology Management), Profitability, Simplify and increase Production of Development, Impact Analysis

1. Introduction

Is it market demand or technological opportunity that explains inventors' decisions to bring their ideas to market? The debate about the relative importance of market demand versus technological opportunity has raged since Schumpeter (1934). While Schumpeter argued that entrepreneurs are driven by technological opportunity, early studies indicated that increases in demand preceded increases in inventive activity over the business cycle (Schmookler, 1962). Research has tended to side with Schmookler, concluding that user "need" is the most important driver of innovation. Challenging this emerging consensus, Mowery and Rosenberg (1979) pointed out that user "need" is not an accurate measure of demand and that it is too vague a construct to mean much. Business Technology Management addresses this challenge by providing a set of guiding principles around which a company's practices can be organized and improved. It harmonizes and integrates and elevates previously isolated tools and standards.

2. Technology Management

Technology is a Greek word derived from the synthesis of two words: techne (meaning art) and logos (meaning logic or science). So loosely interpreted, technology means the art of logic or the art of scientific discipline. Formally, it has been defined by Everett M. Rogers as "a design for instrumental action that reduces the uncertainty in the cause-effect relationships involved in achieving a desired outcome". That is, technology encompasses both tangible products, such as the computer, and knowledge about processes and methods, such as the technology of mass production introduced by Henry Ford and others.

Another definition was put forth by J. Paap, as quoted by Michael Bigwood in Research-Technology Management. Paap defined technology as "the use of science-based knowledge to meet a need." Bigwood suggests this definition "perfectly describes the concept of technology as a bridge between science and new products." Technology draws heavily on scientific advances and the understanding gained through research and development. It then leverages this information to improve both the performance and overall usefulness of products, systems, and services.

In the context of a business, technology has a wide range of potential effects on management:

- Reduced costs of operations
- Adaptation to changes in scale and format
- Improved customer service
- Reorganized administrative operations