technology strategy for managers and entrepreneurs

Technology Strategy for Managers and Entrepreneurs: Navigating the Digital Landscape

Technology strategy for managers and entrepreneurs is no longer a luxury or an optional business enhancement — it's a critical component of survival and growth in today's fast-paced digital economy. Whether you're leading a startup aiming to disrupt an industry or managing a well-established company looking to innovate, understanding how to align technology with your business goals can make all the difference. This article dives deep into what crafting an effective technology strategy entails, why it matters, and how managers and entrepreneurs can harness technology to drive success.

Why Technology Strategy Matters for Business Leaders

In the age of rapid technological advancement, businesses that fail to keep up risk falling behind competitors who leverage new tools to improve efficiency, customer experience, and market reach. A well-thought-out technology strategy helps managers and entrepreneurs anticipate changes, allocate resources wisely, and stay agile in the face of disruption.

Technology strategy isn't just about adopting the latest gadgets or software; it's about creating a roadmap that integrates technology with business objectives. This strategic alignment ensures that technology investments deliver measurable value and support long-term vision.

Bridging the Gap Between Business and Technology

One of the biggest challenges for managers and entrepreneurs is bridging the communication gap between technical teams and business stakeholders. A solid technology strategy acts as a unifying document that translates technical capabilities into business benefits, ensuring everyone is on the same page.

This alignment enables:

- Prioritization of IT projects based on business impact
- Better risk management through understanding of technology dependencies
- Enhanced collaboration between departments fostering innovation

Key Components of an Effective Technology Strategy

Building a technology strategy requires more than just selecting new software or hardware. It demands a comprehensive approach that touches on multiple facets of your organization. Here are some essential components to consider:

1. Understanding Business Goals and Challenges

Before diving into technology decisions, clarify your business objectives. Are you aiming to increase market share, improve customer satisfaction, reduce operational costs, or expand into new markets? Knowing your goals helps ensure that your technology choices support these outcomes.

Also, identify pain points and challenges that technology can help solve. For example, if slow communication is hampering productivity, investing in collaboration tools makes sense.

2. Assessing Current Technology Infrastructure

Take stock of your existing systems, software, and hardware. Understand what’s working, what needs upgrading, and where there are gaps. This audit helps prevent redundant investments and highlights opportunities for integration or automation.

3. Forecasting Industry Trends and Innovations

Technology evolves rapidly. Keeping an eye on emerging trends like artificial intelligence, cloud computing, blockchain, or Internet of Things (IoT) can reveal new avenues for competitive advantage. Managers and entrepreneurs should not only react to current technologies but anticipate future developments.

4. Defining Technology Governance and Policies

Establish clear guidelines on technology usage, security protocols, data management, and compliance. This governance framework protects your business from risks and ensures responsible technology adoption.

Developing a Technology Strategy That Works

Creating a technology strategy is both an art and a science. It involves collaboration, critical thinking, and ongoing adaptation. Here are some practical steps managers and entrepreneurs can take:

Engage Cross-Functional Teams Early

Involve representatives from IT, marketing, operations, finance, and customer service to gather diverse perspectives. This inclusion fosters buy-in and uncovers needs that may otherwise be overlooked.

Set Clear, Measurable Objectives

Technology initiatives should be tied to KPIs such as increased sales, reduced downtime, faster product development cycles, or improved customer retention. Metrics provide a way to evaluate success and justify technology investments.

Prioritize Based on Impact and Feasibility

Not all technology projects are created equal. Use frameworks like SWOT analysis or impact-effort matrices to decide which initiatives to pursue first. Focus on quick wins that build momentum while planning for longer-term, transformative projects.

Invest in Training and Change Management

Introducing new technology often means changing workflows and habits. Support your team with adequate training and communicate the benefits clearly to reduce resistance and maximize adoption.

Leveraging Technology to Drive Innovation and Growth

Entrepreneurs and managers who master technology strategy often unlock new levels of innovation. Here are ways technology can be a catalyst for business growth:

Automation for Efficiency

Automating repetitive tasks frees up human resources for higher-value activities. Whether it’s automating customer support with chatbots or streamlining inventory management, automation boosts productivity and reduces errors.

Data-Driven Decision Making

Modern technologies generate vast amounts of data. Using analytics tools allows businesses to gain insights into customer behavior, market trends, and operational performance, leading to smarter decisions.

Enhancing Customer Experience

Technology enables personalized marketing, seamless omnichannel interactions, and faster service delivery. A strong technology strategy ensures you invest in tools that enhance customer satisfaction and loyalty.

Scalability and Flexibility

Cloud computing and modular software solutions offer scalability, allowing businesses to grow without the constraints of legacy systems. This flexibility is especially important for startups and rapidly expanding companies.

Challenges to Watch Out For in Technology Strategy

While the benefits are clear, managers and entrepreneurs should be mindful of common pitfalls:

- **Overinvesting in Technology Without Clear Goals:** Buying the latest tech without alignment to business needs can lead to wasted resources.
- **Neglecting Security:** Cybersecurity threats are a growing risk. A technology strategy must include robust security measures.
- **Resistance to Change:** Without proper change management, staff may resist new tools, undermining the strategy’s effectiveness.

- **Ignoring User Experience:** Technology should empower users, not complicate processes. Poor usability can hamper adoption.

Real-World Examples of Successful Technology Strategies

Looking at companies that have successfully integrated technology into their business strategy can offer valuable lessons.

Example 1: A Retail Startup Utilizing AI

A small retail startup implemented AI-driven inventory management, which predicted demand patterns and optimized stock levels. This technology strategy reduced waste and improved customer satisfaction by ensuring popular items were always available.

Example 2: A Manufacturing Firm Embracing IoT

A mid-sized manufacturing company adopted IoT sensors to monitor equipment health in real time. This proactive approach to maintenance minimized downtime and lowered repair costs, directly impacting profitability.

Final Thoughts on Technology Strategy for Managers and Entrepreneurs

Technology strategy for managers and entrepreneurs is an evolving discipline that requires a balance of vision, practical planning, and continuous learning. By grounding technology decisions in business objectives, fostering collaboration across teams, and staying attuned to emerging trends, leaders can harness technology as a powerful enabler of growth and innovation. As digital transformation continues to reshape industries, those who craft thoughtful, adaptable technology strategies will be best positioned to thrive in the future.

Frequently Asked Questions

What are the key components of an effective technology strategy for managers and entrepreneurs?

An effective technology strategy includes understanding business goals, assessing current technology assets, identifying technology trends and opportunities, aligning technology initiatives with business objectives, budgeting and resource allocation, risk management, and establishing metrics for performance evaluation.

How can managers and entrepreneurs leverage emerging technologies to gain a competitive advantage?

Managers and entrepreneurs can leverage emerging technologies such as artificial intelligence, blockchain, cloud computing, and Internet of Things by integrating them into their products, services, and operations to improve efficiency, enhance customer experiences, innovate offerings, and streamline processes, thereby gaining a competitive edge in the market.

What role does digital transformation play in a technology strategy for businesses?

Digital transformation involves adopting digital technologies to fundamentally change how a business operates and delivers value to customers. It plays a crucial role in technology strategy by enabling businesses to improve agility, enhance customer engagement, optimize processes, and create new revenue streams, which are essential for staying competitive in a rapidly evolving market.

How should managers prioritize technology investments in a startup environment?

Managers should prioritize technology investments based on alignment with business goals, potential for revenue generation, scalability, cost-effectiveness, and impact on customer satisfaction. In startups, it's important to focus on technologies that enable rapid development, flexibility, and market responsiveness while avoiding overinvestment in unproven or non-essential technologies.

What are common challenges managers face when implementing a technology strategy and how can they overcome them?

Common challenges include resistance to change, limited budget, lack of technical expertise, integration issues with existing systems, and rapidly evolving technology landscape. Overcoming these challenges involves clear communication, continuous training, phased implementation, involving stakeholders early, leveraging external expertise, and maintaining

flexibility to adapt the strategy as needed.

Additional Resources

Technology Strategy for Managers and Entrepreneurs: Navigating Innovation in a Competitive Landscape

technology strategy for managers and entrepreneurs has become an indispensable focus in today’s rapidly evolving business environment. As digital transformation reshapes industries, the ability to craft and implement a robust technology strategy defines the competitive edge for both startups and established enterprises. This article explores the critical facets of developing a technology strategy tailored for managerial decision-makers and entrepreneurial leaders, emphasizing best practices, challenges, and emerging trends that influence success.

Understanding Technology Strategy in Modern Business

At its core, technology strategy for managers and entrepreneurs involves aligning technological initiatives with broader business objectives. It is not merely about adopting the latest tech but strategically selecting tools and innovations that drive growth, improve operational efficiency, and enhance customer experiences. The advent of cloud computing, AI, big data analytics, and IoT has introduced unprecedented opportunities, yet also complexity in decision-making.

Managers must balance investment in new technologies with risk management, scalability, and integration capabilities. Entrepreneurs, often operating under resource constraints, need to prioritize technology that accelerates market entry and product development while maintaining flexibility for pivoting. Both groups benefit from a clear technology roadmap that anticipates future trends and market demands.

Key Components of an Effective Technology Strategy

A comprehensive technology strategy for managers and entrepreneurs typically encompasses several vital elements:

- **Business Alignment:** Ensuring technology initiatives support core business goals, whether it’s increasing revenue, reducing costs, or improving customer satisfaction.
- **Innovation Management:** Incorporating emerging technologies such as

artificial intelligence, machine learning, blockchain, and automation to stay ahead of competitors.

- **Infrastructure Planning:** Deciding between on-premise, cloud-based, or hybrid IT environments based on the company’s needs, security considerations, and budget.
- **Talent Acquisition and Development:** Recruiting skilled IT professionals and fostering continuous learning to maintain technological proficiency.
- **Risk and Compliance:** Addressing cybersecurity threats, data privacy regulations, and other compliance issues critical to safeguarding assets and reputation.
- **Performance Metrics:** Defining KPIs to monitor the effectiveness and ROI of technology investments.

These components create a framework for sustainable growth and adaptability, crucial for navigating the fast-paced digital economy.

Challenges in Crafting Technology Strategy for Managers and Entrepreneurs

Despite the clear benefits, developing and executing a technology strategy poses several challenges. Managers often face organizational resistance to change, legacy system constraints, and budgetary limitations. Entrepreneurs grapple with uncertainty, limited access to funding, and the pressure to scale quickly.

Balancing Innovation with Practicality

One of the most significant hurdles is striking the right balance between innovation and practicality. While disruptive technologies can offer a competitive advantage, premature adoption without thorough evaluation can lead to wasted resources. For instance, integrating blockchain technology might be appealing but may not always align with operational needs or customer expectations.

Resource Allocation and Prioritization

Limited resources require managers and entrepreneurs to prioritize technology investments carefully. According to a 2023 Gartner report, 41% of organizations struggle with allocating budgets effectively between legacy

system maintenance and new technology projects. Prioritization should consider factors such as potential impact, ease of implementation, and alignment with strategic goals.

Ensuring Scalability and Flexibility

A technology strategy that fails to accommodate future growth or market shifts can hinder an organization’s agility. Cloud computing platforms like AWS, Azure, and Google Cloud offer scalable solutions, but selecting the right provider and configuration requires in-depth analysis. Moreover, open-source technologies and modular architectures can enhance flexibility, enabling businesses to adapt quickly to evolving demands.

Technology Strategy for Managers and Entrepreneurs: Best Practices

Successful technology strategies share common best practices that managers and entrepreneurs can adopt to mitigate risks and maximize benefits:

1. Comprehensive Stakeholder Engagement

Engaging diverse stakeholders—including IT teams, business units, customers, and partners—helps ensure the technology strategy reflects real-world needs and fosters collaboration. This participatory approach reduces resistance and accelerates adoption.

2. Continuous Market and Technology Scanning

Staying informed about emerging trends and competitor moves enables proactive adjustments to the technology roadmap. Tools like technology scouting platforms and industry reports can support this ongoing scanning process.

3. Agile Methodologies and Iterative Development

Implementing agile practices allows organizations to experiment, learn, and adapt technology initiatives incrementally. This approach is especially beneficial for entrepreneurs who must validate assumptions rapidly and pivot when necessary.

4. Data-Driven Decision Making

Leveraging data analytics to evaluate technology performance and customer insights strengthens strategic choices. Establishing measurable KPIs related to uptime, user engagement, and cost savings provides tangible evidence to guide investments.

5. Investing in Cybersecurity

With cyber threats on the rise, integrating robust security protocols into the technology strategy is non-negotiable. This includes regular audits, employee training, and adopting advanced defenses such as zero-trust architectures.

Technology Strategy in Action: Case Studies and Sector Insights

Examining real-world examples illustrates how technology strategy for managers and entrepreneurs translates into business value:

- **Retail Sector:** Leading retailers have embraced omnichannel strategies, integrating e-commerce platforms with physical stores through data analytics and mobile applications. This holistic approach enhances customer engagement and operational efficiency.
- **Healthcare Industry:** Healthcare startups leverage AI-powered diagnostics and telemedicine platforms, necessitating strategies that prioritize data privacy and regulatory compliance.
- **Manufacturing:** Managers in manufacturing sectors implement IoT-enabled smart factories, optimizing supply chains and predictive maintenance to reduce downtime and costs.

These cases underscore the importance of industry-specific considerations when tailoring technology strategies.

The Role of Emerging Technologies

Artificial intelligence and machine learning continue to dominate strategic discussions. For example, AI-driven automation can streamline repetitive tasks, freeing human resources for higher-value activities. Blockchain offers

transparency and security benefits in supply chain management, while augmented reality (AR) enhances training and customer experience.

However, adopting these technologies requires careful assessment of organizational readiness, technical capabilities, and cost implications. Failure to do so may result in implementation challenges or suboptimal returns.

Future Outlook: Preparing for Technological Disruptions

As technology evolves, managers and entrepreneurs must anticipate disruptions that could redefine markets. Quantum computing, 5G connectivity, and advanced robotics are on the horizon, promising transformative effects but also uncertainty.

Building a resilient technology strategy involves fostering a culture of innovation, encouraging experimentation, and maintaining flexible infrastructure. Partnerships with technology vendors, startups, and research institutions can provide valuable insights and resources to stay ahead.

In this dynamic landscape, the ability to integrate technology strategy into overall business planning is no longer optional but essential for survival and growth. Those who master this integration will position their organizations to thrive amid constant change.

Technology Strategy For Managers And Entrepreneurs

technology strategy for managers and entrepreneurs: *Technology Strategy for Managers and Entrepreneurs* Scott Shane, 2009 For undergraduate and graduate courses in technology strategy, management of innovation and technology, technology entrepreneurship, and engineering management. This book emphasizes how the future manager or entrepreneur can use strategic management of innovation and technology to enhance firm performance. It helps students to understand the process of technological change; the ways that firms come up with innovations; the strategies that firms use to benefit from innovation; and the process of formulating technology strategy.

technology strategy for managers and entrepreneurs: Information Technology Strategy and Management: Best Practices Chew, Eng K., Gottschalk, Petter, 2009-01-31 Describes the principles and methodologies for crafting and executing a successful business-aligned IT strategy to

provide businesses with value delivery.

technology strategy for managers and entrepreneurs: *Proceedings of the XIII International Symposium SymOrg 2012: Innovative Management and Business Performance* , 2012-06-03

technology strategy for managers and entrepreneurs: Technology Strategy Nigel Walton, Neil Pyper, 2019-09-21 This dynamic and beautifully written textbook takes a modern and innovative approach to strategy by placing technology at its heart, bridging the gap between general strategy texts and specialist technology and innovation literature. It addresses the challenges and opportunities presented to organisations by disruptive technological change and takes into account the navigation of uncertain business environments. In addition to examining more established concepts and theories, the text also explores new disruptive business models and non-traditional approaches to strategy development such as effectuation, the Business Model Canvas and prediction logic. This comprehensive and critical approach is supported by a rich assortment of practical examples and cases drawn from different sectors and a range of exciting companies from all over the world, helping students and practitioners to apply theory to practice. This will be an essential core text for modules on technology strategy and innovation at upper undergraduate, postgraduate and MBA levels, and invaluable reading for senior executives and aspiring managers who seek to understand how to implement strategy in a volatile disruptive environment.

technology strategy for managers and entrepreneurs: *Strategic Management* A. Naga, In today's world, 'change' is the only 'constant' factor. In the last few decades, there has been a radical change in how organizations function. To survive in this highly volatile environment, companies need a long-term strategic vision and thinking. In light of this, 'strategic management' has become a significant topic and is taught as the core subject in MBA/PGDM programmes in Indian universities and business schools. This is a book written in the context of the Indian business environment but with a global orientation. It is comprehensive and contemporary in its approach.

technology strategy for managers and entrepreneurs: Strategic Management Irene M. Duhaime, Michael A. Hitt, Marjorie A. Lyles, 2021-06-17 Strategic Management provides a critical overview of the prior development, current state, and future opportunities in the strategic management field. Editors Irene M. Duhaime, Michael A. Hitt, and Marjorie A. Lyles bring together an exceptional group of scholars to explore topics such as corporate strategy, strategic entrepreneurship, cooperative strategies, global strategy, strategic leadership, governance, innovation, strategy process and strategy practice, and strategic human capital.

technology strategy for managers and entrepreneurs: *Diversity, AI, and Sustainability for Financial Growth* Margaretha van der Poll, Huibrecht, Andrew van der Poll, John, Ngwakwe, Collins Chigaemecha, 2025-01-31 In today's business landscape, the intersection of diversity, artificial intelligence (AI), and sustainability is reshaping the path to financial growth. Companies that embrace diversity in their workforce and leadership realize the competitive advantage of various perspectives, which drive innovation and foster better decision-making. When combined with the potential of AI, these organizations streamline operations, enhance customer experiences, and make informed, data-driven decisions. A commitment to sustainability aligns with global trends toward environmental responsibility while opening up new markets and investment opportunities. Further exploration of the combination of diversity, AI, and sustainability will enable businesses to thrive in today's technology-driven economy. Diversity, AI, and Sustainability for Financial Growth provides solutions for business to remain resilient and value-driven amidst contemporary developments that challenge business stability. It explores the growing changes and turbulence in the current economic and business landscape, and examines solutions for environmental sustainability, technological expansion, and diversity. This book covers topics such as cybersecurity, information technology, and sustainable development, and is a useful resource for business owners, economists, computer engineers, data scientists, security professionals, academicians, and researchers.

technology strategy for managers and entrepreneurs: The Management of Productivity and Technology in Manufacturing Paul R. Kleindorfer, 2013-11-11 This volume is concerned with the nature of new manufacturing technologies, such as CAD/CAM and robotics, as well as ap

propriate methodologies for evaluating whether such technologies are financially and organizationally viable in particular contexts. The chapters included here were commissioned as papers for presen tation at The Wharton Conference on Productivity, Technology, and Organizational Innovation, which took place in Philadelphia on December 8 and 9 of 1983. The conference was sponsored by The University of Pennsylvania's Center for the Study of Organizational Innovation. There has been a surge of interest in the area of manufacturing over the past ten years as managers have come to realize that the operations function is critical to remaining competitive. New status has been given to factory and operations managers. New programs revitalizing manufacturing and distribution have been introduced in organizations. Corporate strategy is now explicitly considering operations and manufacturing functions. And the curricula of leading business schools are reflecting the rapidly advancing research on technology management and manufacturing operations. In spite of these important signs of progress, we are clearly just at the beginning of understanding the issues involved here. The present volume provides a state-of-the-art review of the realities of technology management and manufacturing strategy. As described in the Editor's Introduction, we address four topics: The Nature of New Manufacturing Technology, Innovation and Manufacturing Strategy, Productivity Management, and Technology Management and Organ ization. These issues are clearly very important themes for U.S.

technology strategy for managers and entrepreneurs: Advances in the Science and Technology of Ocean Management Hance Smith, 2002-03-11 This book reviews key developments in the field of marine science and technology. It focuses on three major themes such as the importance of technical developments in ocean management, the application of these developments to specific sea uses ranging from fish farming to the disposal of industrial waste, and the long-term issues that such developments raise.

technology strategy for managers and entrepreneurs: Technological Know-how, Organizational Capabilities, And Strategic Management: Business Strategy And Enterprise Development In Competitive Environments David J Teece, 2008-09-10 This book explores factors which impact the viability and growth of business enterprises. In particular, the role of entrepreneurship, organizational learning, and business strategy — including licensing strategy — are considered in some detail. It presents fundamental thinking about business organization and provides the conceptual framework that scholars need to understand complex business organization, managerial processes, and competitive strategy.

technology strategy for managers and entrepreneurs: *International Strategic Management* Franklin R. Root, Kanoknart Visudtibhan, 1992 Contains articles on aspects of strategic management in the multinational enterprise. Contributions fall into four areas: multinational and transnational enterprise; the top-management perspective; the normative, decision-making emphasis; and regency of publication no earlier than 1985.

technology strategy for managers and entrepreneurs: ECIME2015-9th European Conference on IS Management and Evaluation Dr Elias Pimenidis and Dr Mohammed Odeh, 2015-09-07 The 9th European Conference on Information Management and Evaluation (ECIME) is being hosted this year by the University of the West of England, Bristol, UK on the 21-22 September 2015. The Conference Chair is Dr Elias Pimenidis, and the Programme Chair is Dr Mohammed Odeh both from the host University. ECIME provides an opportunity for individuals researching and working in the broad field of information systems management, including IT evaluation to come together to exchange ideas and discuss current research in the field. This has developed into a particularly important forum for the present era, where the modern challenges of managing information and evaluating the effectiveness of related technologies are constantly evolving in the world of Big Data and Cloud Computing. We hope that this year’s conference will provide you with plenty of opportunities to share your expertise with colleagues from around the world. The keynote speakers for the Conference are Professor Haris Mouratidis, from the School of Computing, Engineering and Mathematics, University of Brighton, UK who will address the topic “Rethinking Information Systems Security”, Dr Mohammed Odeh, from the University of the West of England,

Bristol, UK and Dr. Mario Kossmann from Airbus, UK who will talk about “The Significance of Information Systems Management and Evaluation in the Aerospace Industry’ ECIME 2015 received an initial submission of 55 abstracts. After the double-blind peer review process 28 academic Research papers, 5 PhD Research papers, 1 Masters Research paper and 3 Work in Progress papers have been accepted for these Conference Proceedings. These papers represent research from around the world, including Austria, Botswana, Cyprus, Czech Republic, Ireland, Japan, Kuwait, New Zealand, Norway, Poland, Portugal, Slovakia, Russia, South Africa, South Korea, Sweden, The Netherlands, UK and the USA.

technology strategy for managers and entrepreneurs: Technology Strategies Thomas Durand, 2025-02-17 Technological evolution represents a potential threat for incumbent businesses while offering opportunities for potential new entrants to surf the wave of change to break-in. Technology Strategies - Turning technological change into competitive advantage addresses the challenge of reaping the benefits of technological innovation, providing firms with sound concepts, frameworks, tools, and methods to develop technology strategies proactively to carve a viable path for their future. The book recaps fifty years of research findings reported in academic literature, sieving through the many bits and pieces of what has been learnt and reorganizing them into an integrated framework. The book also contains a part dedicated to the practical implications of the overall framework presented. The book delves into technological change and its strategic consequences, revisits technological substitutions beyond the classic though potentially misleading S-curve representation, and suggests buying insurance against technological uncertainty, using the concept of organizational competence and capabilities underlying technologies. Technology Strategies is an excellent resource to help top-tier management craft an overarching technology strategy for the future success of their organization.

technology strategy for managers and entrepreneurs: *Strategic Management and International Business Policies for Maintaining Competitive Advantage* De Moraes, Ailson J., 2023-07-17 The discontinuation and turbulent nature of business environments make it crucial for organizations to adopt strategic management practices and develop key business policies to be alert to environmental changes. Organizational competitiveness has become the center of strategic management literature as an explanation for organizational success. However, in the past two decades, there has been a shift in the nature of the relationship between business organizations and society, with business organizations increasingly playing a more proactive role in wider societal issues. Strategic Management and International Business Policies for Maintaining Competitive Advantage allows executives to implement the necessary business policies and strategies in order to help the organization maintain a competitive advantage in a global complex environment. By doing this, organizations will be more proactive than reactive in shaping their own futures. This book allows organizations to initiate and influence activities. Covering topics such as ethical business marketing, leadership capabilities, and strategic management, this premier reference source is an excellent resource for business leaders and executives, managers, entrepreneurs, marketers, economists, government officials, students and educators of higher education, librarians, researchers, and academicians.

technology strategy for managers and entrepreneurs: Strategic Management: Competitiveness and Globalisation Dallas Hanson, Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, 2016-09-29 With an emphasis on global advantage, the text offers a comprehensive examination of regional and international issues to provide a complete, accurate and up-to-date explanation of the strategic management process. New coverage on environmental concerns and emerging technologies as well as examples and cases from Australia, New Zealand and Asia-Pacific serve to engage students while updated international content demonstrates how strategic management is used in the global economy. The text takes a 'resource-based' approach, which requires the examining of a firm's unique bundling of its internal resources. This text is appropriate for upper-level undergrad, usually third year; post grad in Masters courses.

technology strategy for managers and entrepreneurs: Innovative Management and Firm

Performance M. Jakšic, S. Rakocevic, M. Martic, Milan Marti?, Maja Levi Jakši?, Sla?ana Barjaktarovi? Rako?evi?, 2014-07-29 This book focuses on business firms as catalysts and agents of social and economic change, and explores the argument that sustainable development is the perfect opportunity for businesses to strengthen the evolving notion of corporate social responsibility, while achieving long-term growth through innovation, research and development.

technology strategy for managers and entrepreneurs: Technology Strategy Patterns Eben Hewitt, 2018-10-15 Technologists who want their ideas heard, understood, and funded are often told to speak the language of businessâ??without really knowing what that is. This bookâ??s toolkit provides architects, product managers, technology managers, and executives with a shared languageâ??in the form of repeatable, practical patterns and templatesâ??to produce great technology strategies. Author Eben Hewitt developed 39 patterns over the course of a decade in his work as CTO, CIO, and chief architect for several global tech companies. With these proven tools, you can define, create, elaborate, refine, and communicate your architecture goals, plans, and approach in a way that executives can readily understand, approve, and execute. This book covers: Architecture and strategy: Adopt a strategic architectural mindset to make a meaningful material impact Creating your strategy: Define the components of your technology strategy using proven patterns Communicating the strategy: Convey your technology strategy in a compelling way to a variety of audiences Bringing it all together: Employ patterns individually or in clusters for specific problems; use the complete framework for a comprehensive strategy

technology strategy for managers and entrepreneurs: Outlines and Highlights for Technology Strategy for Managers and Entrepreneurs by Scott a Shane, Isbn Cram101 Textbook Reviews, 2013-01-01 Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780131879324 .

technology strategy for managers and entrepreneurs: Energizing Management Through Innovation and Entrepreneurship Milé Terziovski, 2008-09-04 This book provides an in-depth understanding of key variables that play a significant role at the various stages of the innovation process, leading to successful commercialisation of products and services. Combining interdisciplinary studies in entrepreneurship and innovation, the book consists of contributions focusing on theory, research and practise in the field of innovation, management and entrepreneurship. The role of the entrepreneur is addressed as an innovator who recognises opportunities and convert these into marketable products and services through personal commitment, financial resources and management skill; taking appropriate level of risk. Terziovski has selected a variety of chapters focusing on a wide ranging number of topics including corporate entrepreneurship, entrepreneurial learning strategies, the impact of entrepreneurial practises on competitiveness, human resource management and knowledge management. The main conclusion of the analysis in these chapters is that there is a strong relationship between innovation and entrepreneurship. Moreover, this book articulates two contradictory schools of thought; first that firms with a higher entrepreneurial orientation have higher relative international sales and operate in a greater number of foreign countries; and secondly that entrepreneurial orientation is not associated with subsidiary financial or market performance, but is positively and significantly associated with subsidiary idea generation which are subsequently converted into marketable products and services through the innovation process. This book acts as a negotiation between these two perspectives.

technology strategy for managers and entrepreneurs: *The Complete Business Process Handbook* Mark Von Rosing, Henrik von Scheel, August-Wilhelm Scheer, 2014-12-06 The Complete Business Process Handbook is the most comprehensive body of knowledge on business processes with revealing new research. Written as a practical guide for Executives, Practitioners, Managers and Students by the authorities that have shaped the way we think and work with process today. It

stands out as a masterpiece, being part of the BPM bachelor and master degree curriculum at universities around the world, with revealing academic research and insight from the leaders in the market. This book provides everything you need to know about the processes and frameworks, methods, and approaches to implement BPM. Through real-world examples, best practices, LEADing practices and advice from experts, readers will understand how BPM works and how to best use it to their advantage. Cases from industry leaders and innovators show how early adopters of LEADing Practices improved their businesses by using BPM technology and methodology. As the first of three volumes, this book represents the most comprehensive body of knowledge published on business process. Following closely behind, the second volume uniquely bridges theory with how BPM is applied today with the most extensive information on extended BPM. The third volume will explore award winning real-life examples of leading business process practices and how it can be replaced to your advantage. Learn what Business Process is and how to get started Comprehensive historical process evolution In-depth look at the Process Anatomy, Semantics and Ontology Find out how to link Strategy to Operation with value driven BPM Uncover how to establish a way of Thinking, Working, Modelling and Implementation Explore comprehensive Frameworks, Methods and Approaches How to build BPM competencies and establish a Center of Excellence Discover how to apply Social BPM, Sustainable and Evidence based BPM Learn how Value & Performance Measurement and Management Learn how to roll-out and deploy process Explore how to enable Process Owners, Roles and Knowledge Workers Discover how to Process and Application Modelling Uncover Process Lifecycle, Maturity, Alignment and Continuous Improvement Practical continuous improvement with the way of Governance Future BPM trends that will affect business Explore the BPM Body of Knowledge

Related to technology strategy for managers and entrepreneurs

Explained: Generative AI’s environmental impact - MIT News MIT News explores the environmental and sustainability implications of generative AI technologies and applications

Here’s how technology has changed the world since 2000 From smartphones to social media and healthcare, here's a brief history of the ways in which technology has transformed our lives in the past 20 years

Technology Convergence Report 2025 | World Economic Forum The Technology Convergence Report 2025 offers leaders a strategic lens – the 3C Framework – to help them navigate the combinatorial innovation era

These are the Top 10 Emerging Technologies of 2025 The World Economic Forum’s latest Top 10 Emerging Technologies report explores the tech on the cusp of making a massive impact on our lives

How technology convergence is redefining the future Innovation thrives on technology convergence or combination, convergence and compounding. Mastering these can tackle global challenges and shape technology

Explainer: What is quantum technology and what are its benefits? Quantum technology will be worth trillions of dollars and transform the economy over the next decade. What is it, and how can we build a quantum economy?

These are the top five energy technology trends of 2025 There are several key energy technology trends dominating 2025. Security, costs and jobs; decarbonization; China; India; and AI all need to be carefully monitored. The World

MIT engineers grow “high-rise” 3D chips MIT researchers fabricated 3D chips with alternating layers of semiconducting material grown directly on top of each other. The method eliminates thick silicon between

Meet the Technology Pioneers driving innovation in 2025 The Forum’s 25th cohort of Technology Pioneers is using tech to efficiently scale solutions to pressing global problems, from

smart robotics to asteroid mining

The Future of Jobs Report 2025 | World Economic Forum Technological change, geoeconomic fragmentation, economic uncertainty, demographic shifts and the green transition – individually and in combination are among the

Explained: Generative AI’s environmental impact - MIT News MIT News explores the environmental and sustainability implications of generative AI technologies and applications

Here’s how technology has changed the world since 2000 From smartphones to social media and healthcare, here's a brief history of the ways in which technology has transformed our lives in the past 20 years

Technology Convergence Report 2025 | World Economic Forum The Technology Convergence Report 2025 offers leaders a strategic lens – the 3C Framework – to help them navigate the combinatorial innovation era

These are the Top 10 Emerging Technologies of 2025 The World Economic Forum’s latest Top 10 Emerging Technologies report explores the tech on the cusp of making a massive impact on our lives

How technology convergence is redefining the future Innovation thrives on technology convergence or combination, convergence and compounding. Mastering these can tackle global challenges and shape technology

Explainer: What is quantum technology and what are its benefits? Quantum technology will be worth trillions of dollars and transform the economy over the next decade. What is it, and how can we build a quantum economy?

These are the top five energy technology trends of 2025 There are several key energy technology trends dominating 2025. Security, costs and jobs; decarbonization; China; India; and AI all need to be carefully monitored. The World

MIT engineers grow “high-rise” 3D chips MIT researchers fabricated 3D chips with alternating layers of semiconducting material grown directly on top of each other. The method eliminates thick silicon between

Meet the Technology Pioneers driving innovation in 2025 The Forum’s 25th cohort of Technology Pioneers is using tech to efficiently scale solutions to pressing global problems, from smart robotics to asteroid mining

The Future of Jobs Report 2025 | World Economic Forum Technological change, geoeconomic fragmentation, economic uncertainty, demographic shifts and the green transition – individually and in combination are among the

Explained: Generative AI’s environmental impact - MIT News MIT News explores the environmental and sustainability implications of generative AI technologies and applications

Here’s how technology has changed the world since 2000 From smartphones to social media and healthcare, here's a brief history of the ways in which technology has transformed our lives in the past 20 years

Technology Convergence Report 2025 | World Economic Forum The Technology Convergence Report 2025 offers leaders a strategic lens – the 3C Framework – to help them navigate the combinatorial innovation era

These are the Top 10 Emerging Technologies of 2025 The World Economic Forum’s latest Top 10 Emerging Technologies report explores the tech on the cusp of making a massive impact on our lives

How technology convergence is redefining the future Innovation thrives on technology convergence or combination, convergence and compounding. Mastering these can tackle global challenges and shape technology

Explainer: What is quantum technology and what are its benefits? Quantum technology will be worth trillions of dollars and transform the economy over the next decade. What is it, and how can we build a quantum economy?

These are the top five energy technology trends of 2025 There are several key energy

technology trends dominating 2025. Security, costs and jobs; decarbonization; China; India; and AI all need to be carefully monitored. The World

MIT engineers grow “high-rise” 3D chips MIT researchers fabricated 3D chips with alternating layers of semiconducting material grown directly on top of each other. The method eliminates thick silicon between

Meet the Technology Pioneers driving innovation in 2025 The Forum’s 25th cohort of Technology Pioneers is using tech to efficiently scale solutions to pressing global problems, from smart robotics to asteroid mining

The Future of Jobs Report 2025 | World Economic Forum Technological change, geoeconomic fragmentation, economic uncertainty, demographic shifts and the green transition – individually and in combination are among the

Explained: Generative AI’s environmental impact - MIT News MIT News explores the environmental and sustainability implications of generative AI technologies and applications

Here’s how technology has changed the world since 2000 From smartphones to social media and healthcare, here's a brief history of the ways in which technology has transformed our lives in the past 20 years

Technology Convergence Report 2025 | World Economic Forum The Technology Convergence Report 2025 offers leaders a strategic lens – the 3C Framework – to help them navigate the combinatorial innovation era

These are the Top 10 Emerging Technologies of 2025 The World Economic Forum’s latest Top 10 Emerging Technologies report explores the tech on the cusp of making a massive impact on our lives

How technology convergence is redefining the future Innovation thrives on technology convergence or combination, convergence and compounding. Mastering these can tackle global challenges and shape technology

Explainer: What is quantum technology and what are its benefits? Quantum technology will be worth trillions of dollars and transform the economy over the next decade. What is it, and how can we build a quantum economy?

These are the top five energy technology trends of 2025 There are several key energy technology trends dominating 2025. Security, costs and jobs; decarbonization; China; India; and AI all need to be carefully monitored. The World

MIT engineers grow “high-rise” 3D chips MIT researchers fabricated 3D chips with alternating layers of semiconducting material grown directly on top of each other. The method eliminates thick silicon between

Meet the Technology Pioneers driving innovation in 2025 The Forum’s 25th cohort of Technology Pioneers is using tech to efficiently scale solutions to pressing global problems, from smart robotics to asteroid mining

The Future of Jobs Report 2025 | World Economic Forum Technological change, geoeconomic fragmentation, economic uncertainty, demographic shifts and the green transition – individually and in combination are among the

Related to technology strategy for managers and entrepreneurs

How Can Utilizing Technology Help Entrepreneurs Overcome Challenges? (19d) For an entrepreneur, understanding how to leverage new technologies is key to thriving in a competitive market

How Can Utilizing Technology Help Entrepreneurs Overcome Challenges? (19d) For an entrepreneur, understanding how to leverage new technologies is key to thriving in a competitive market

Sunwest Bank Appoints Ben Xiang as Chief Technology and Strategy Officer (7h) Sunwest

Bank proudly announces the appointment of Ben Xiang as its new Chief Technology and Strategy Officer (CTSO). With

Sunwest Bank Appoints Ben Xiang as Chief Technology and Strategy Officer (7h) Sunwest Bank proudly announces the appointment of Ben Xiang as its new Chief Technology and Strategy Officer (CTSO). With

Is AI The Sucker Punch For Entrepreneurs Struggling To Survive? (Forbes1y) The Financial Times recently reported that start-up failures in the US have jumped 60 per cent over the past year. Data from Carta, a provider of services to private companies, reveals that 254

Is AI The Sucker Punch For Entrepreneurs Struggling To Survive? (Forbes1y) The Financial Times recently reported that start-up failures in the US have jumped 60 per cent over the past year. Data from Carta, a provider of services to private companies, reveals that 254

The future is technology inclusive: AI and financial strategy for minority-owned enterprises (Hosted on MSN21d) Growing up in the 1990s, I remember a time when technology felt like a luxury rather than a necessity. Phones came in all shapes and sizes, from Blackberries to flip phones, and the thought of a

The future is technology inclusive: AI and financial strategy for minority-owned enterprises (Hosted on MSN21d) Growing up in the 1990s, I remember a time when technology felt like a luxury rather than a necessity. Phones came in all shapes and sizes, from Blackberries to flip phones, and the thought of a

Back to Home: https://spanish.centerforautism.com