

Meaning of Technology The word technology means know-how.

It is oftened with knowledge about machines and process and defined as the know-how to transfer from ideas into goods and services for the satisfaction of customers.

Dynamics of Technology Change! may be three types

- 1- Invention of a new product
- 2- Innovation, and
- 3- Diffusion

- Technology innovation and Development as a driving force of competitiveness and Development often ~~bring force~~ lead to necessary investment in R&D.
- Customer needs and expectations may also influence technological orientation and R&D effort of firms.
- Choice of technology may be decided on the basis of certain demand related to the development of large scale of production.

### Technological Environment

- The type of technology in use, the level of technological development
  - The speed with which new technologies are adopted & diffused.
  - The type of technologies that ~~are~~ appropriate, the technology policy etc. are imp. to business.
  - Advance in technology may also cause relocation of production factor
- (i) Option available in technology
  - (ii) Technology selection

## Discuss the trends of Technological Environment in India

After Independence, India had basic problems like poverty, unemployment and development of India. India Govt. has taken many following steps for technological development.

1. Establishment of technological and research institute.
2. Positive Technical policy
3. High Growth Rate of Information Technology in India.
4. Incentive for promoting Technology in India.

Technological factors affecting business and their environment.

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|---|--|
| (i) Organisational change                     | (ii) Business Processes                          |
| (iii) SCA (Sustainable Competitive Advantage) | (iv) Costs involved                              |
| (v) Efficiency                                | (vi) Information Security / Contingency Planning |

## Competitive Strategies / Advantage

Cost Leadership Strategy

Innovation Strategy

### Networking Needs

i - Deepening the Relationship

iii - Growing the channel

v - Mobilising Assets

Differentiation Strategy

Operational Effectiveness Strategy

ii - Customised Product / Solutions.

iv - Financing schemes

vi - New Sales Tools and Resources

## Technology Dynamics

Technology dynamics is broad and relatively new scientific field that has been developed in the framework of the postwar science & technology studies field.

Conversely, modern technology dynamics studies generally advocate that technologies are not "self-evident" or market-demanded, but are the upshot of a particular path of technology development and are shaped by social, economic and political factors.

## Technology Transfer (TOT) Transfer of technology

Many companies, universities and governmental organizations now have an office of Technology Transfer

(CTTO, also known as "Tech Transfer") dedicated to identifying research which has potential commercial interest and strategies for how to exploit it.

Transfer is the movement of technology via some communication channel from one individual or organization to another.



# Social and Cultural Environment Nature

- The social environment consists of the sum total of a society's beliefs, customs, practices and behaviour.
- Every society constructs its own social environment.
- If a business operates in multicultural society, the social external environment is even more complicated because the environment will consist of diverse sub-population with their own unique value, beliefs, and customs.
- The social environment encompassing the religious aspects, language, customs, traditions and beliefs; tastes & preferences; social satisfaction & institutions; buying and consumption habit etc.
- For a business to be successful, its strategy should be the one that is appropriate in the socio-culture environment.
- The social environment, social context, socio-cultural context or milieu refers to the immediate physical and social setting in which people live or in which something happens or develop.
- There are also no. of demographic factors, such as the age & sex composition of population, family size, habitat, religion, etc. which influence the business.
- The success of marketing depends, to a very large extent, on the success in changing social attitudes or value systems.
- In short, the social environment of different markets differs vastly. Even within a nation, cultural diversity may be very significant. It is essential to understand these diff. to formulate successful business strategies.