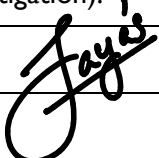


Canterbury Institute of Management (CIM)

ASSESSMENT COVER SHEET



1. Personal Details			
Student ID	Given Name(s)	Surname	Email Address
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Campus	Darwin Campus		
Course Title and Code	MGMT402 Strategic Management		
Assessment Title	Reflective Journal - <i>Week 8</i>		
Due Date & Time	24/11/2024		
Course Lecturer/Tutor Name: Charles Baah		Assessment Word Count (if applicable): 349	
2. Student Declaration			
<p>By signing and submitting this coversheet, I/we declare that:</p> <ul style="list-style-type: none"> ✓ This assessment submission is my/our own work unless otherwise acknowledged (including the use of generative AI tools) and is in accordance with the Institute's Academic Integrity and Honesty Policy available on the website. ✓ No part of this assessment has been submitted previously for advanced standing or academic credit in this or any other course. ✓ I/we certify that we have not given a copy or have shown a copy of this assessment item to another student enrolled in the course, other than members of this group. ✓ I/we are aware that the Lecturer/Tutor of this assessment may, for the purpose of assessing this assessment task communicate a copy of this assessment task to a plagiarism checking service to detect possible breaches of academic integrity, for example, plagiarism, recycling, cheating, contract cheating, or unauthorised use of generative AI (which may then retain a copy of the item on its database for the purpose of future investigation). 			
Signature:		Date:	22/11/24

MGMT402 Strategic Management

Reflective Journal - Week 8

Ayesh Jayasekara - CIM12137

What is *Disruptive Technology*?

Technology is evolving, Fast. Usually even though research is carried out or new technologies were tested out, it takes about another decade to see full commercialized version of this novelty technology.

And once implemented commercially it will then grow along with products reaching to its maturity. These cycles do take time. For example, when Mini Disks were introduced, it was not welcomed due to high cost of switchover. Fast-forward few years later the concept evolved rapidly to Compact Disks and was widely used media for audio albums and alike.

In general this is classified as *emerging technology* in books after evaluating the true potential of the technology in question. It must be well noted that not all emerging technology turns out to become a disruptive technology. Like electronic vehicles which is an emerging technology but commercial adoption is slow and still premature in some senses.

According to (Armstrong, 2023), when the technology has a potential to revolutionize how established companies utilize such technology, it usually becomes a disruptive technology. These technologies will result in major direction changes for many companies or even perhaps unforgiving defeat for some. An example would be online streaming technology by Netflix, ended an era of DVDs hence online streaming became a disruptive technology.

Disruptive Technology dramatically change the way businesses operate; Indeed

Being in a business is almost always the survival of the fittest. Needless to explain the ability to change and adapt new technologies is an strength of a business and will also decide how the company compete with its rivals.

When a disruptive technology unearths, whoever adapts this new way of doing things will enjoy the benefits of an early adopter ultimately leading to economies of scale and finally gaining a competitive advantage.

Uber can be quoted as a great example where they adopted new mode of connecting drivers to riders and established themselves well so that neither the riders or drivers does not have an alternative now..., or perhaps until next such disruptive technology emerge...

Bibliography

Armstrong, P. (2023). *Disruptive Technologies [Second Edition]* [<https://www.perlego.com/book/3804728> (visited 2024-11-22)]. Kogan Page.