

Innovationsmanagement in multinationalen Unternehmen

P. Lang - Prozeßorientiertes Informationsmanagement in multinationalen Unternehmen

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Strategic Technology Management: A Framework for
Technology Analysis, Sustainable Innovation & Strategic
Business Process Management at Indian SMEs

A Mehta

Mehta0108@gmail.com

Abstract

A well formulated strategy is one that "helps to mobilize and allocate an organization's resources into a unique and stable position based on its relevant internal strengths and external opportunities and threats, and which can be adopted by the organization to take advantage of available opportunities". Although the body of research into the adoption of process oriented management is limited, the available evidence suggests that despite some minor discrepancies in terms of relative importance of various dimensions of strategic technology management, the Indian SMEs and Medium Scale Enterprises (SMEs) sector (Chatur & Malhotra 2005, Bhak & Cragg 1998, Murphy & Lockett 1999, Chatur & Malhotra 2005, Bhak & Cragg 1998, Murphy & Lockett 1999, Bhak & Cragg 1998, and Strickland, 1993, 15) prove it. "Every manager is a strategy maker and strategy implementer for the organization he or she leads" (Bhak & Cragg 1998). The present study attempts to improve the understanding of the strategic technology management process with special reference to Indian SMEs. The study attempts to propose a framework for strategic technology management process management (STM) at sustainable innovation of Indian SMEs. It proposed a theoretical framework for STM process management. The framework consists of four phases: analysis, planning, implementation and testing in three research. The findings of the secondary data review along with the primary data collection and analysis revealed that the Indian SMEs have adopted different approaches and aspects of the strategic technology management at Indian SMEs. It will also help to integrate the strategic technology management process with other management processes. The proposed framework for STM will help to formulate the strategic technology management process for Indian SMEs. It will provide guidance to the various agencies to formulate the strategic technology management process for Indian SMEs. The proposed framework for STM will finally promote systematic and comprehensive implementation, adoption & benefits of the strategic technology management process for Indian SMEs. The proposed framework for STM along with the proposed BPM tools supported by technology analysis, sustainable innovation and strategic technology management process for Indian SMEs.

Keywords: technology, analysis, innovation, Indian SMEs, BPM, strategic technology management, sustainable innovation, SMEs, innovation & technology management

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