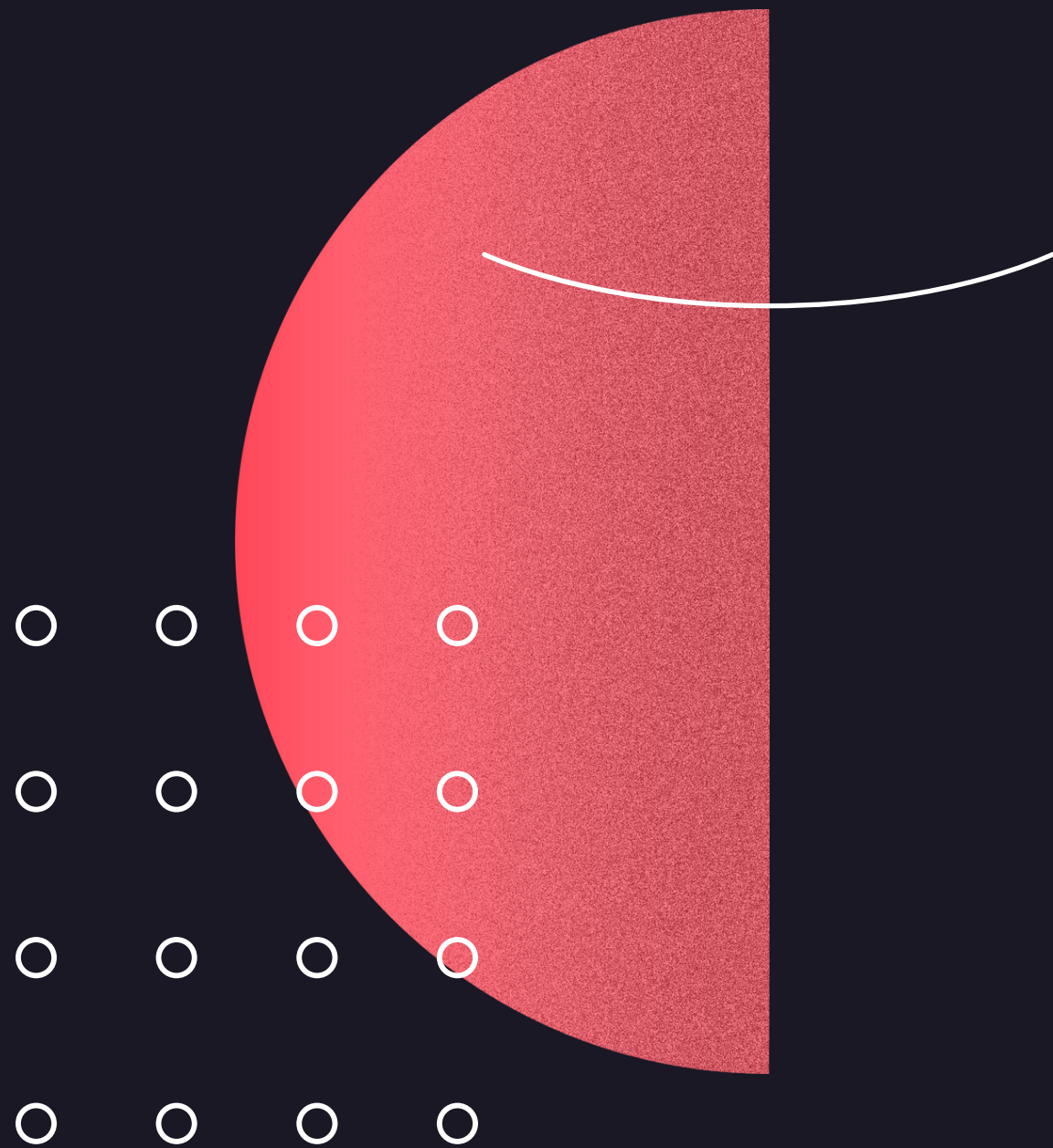


Technology forecasting and assessment

(and it's challenges)



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2020A7PS2081H

" At least 40 percent of all businesses will die in the next 10 years, if they don't figure out how to change their entire company to accomodate new technologies...."

-John Chambers-

(former Chairman and CEO of CISCO)

In today's world, change is the only constant!

Technology Forecasting : An attempt to predict the future advancements of technological machines or techniques

A wide variety of utilities in fields like economics, healthcare, climate change and business model analysis

Challenges:

- Modelling the ever-changing consumer demand
- Understanding and implementing the product design
- Working with a lot of factors as variables
- Very less data to backtest and analyse
- Tight budgets and deadlines

**If so many challenges are present then
why enter the field?**

- Ever-growing field with lots of potential
- Challenging and satisfying work
- Great for mathematicians and statisticians
to get into
- Taking the growth-driven world economy into a
completely Digital Future