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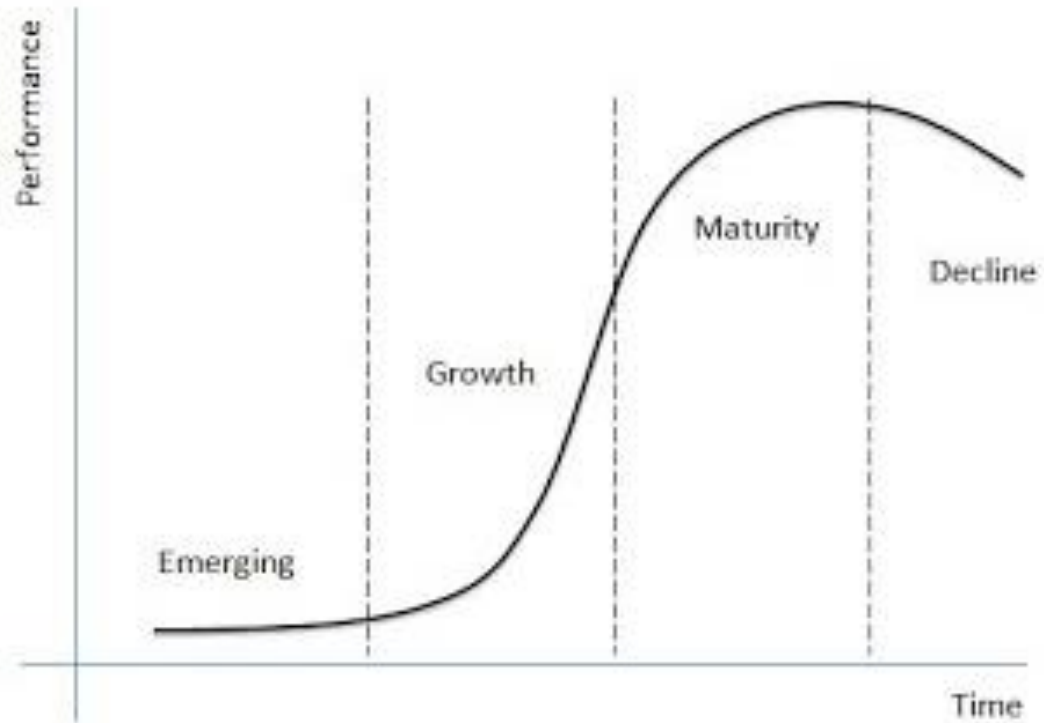
# Innovation, Business Models and Entrepreneurship

## Technological Innovation Management Strategies

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DEPARTMENT OF MANAGEMENT STUDIES





- Base technologies
- Key technologies
- Pacing technologies
- Emerging technologies



# Present SWOT Analysis

- Defining current core technologies, products, markets and competition
- Technology Audit



# Future SWOT Analysis

- Formulating the Technology Plan



# Technology Timing Strategies

- Continuum approach rather discrete types
- One or more strategies simultaneously



# OFFENSIVE STRATEGY

- IBM
- TI
- DuPont
  - All of above initiated industry life cycle



# DEFENSIVE STRATEGY

- Follow the leader policy





# Counter Offensive Strategy

- To counter the leadership effect



# Imitative Strategy

- These companies are development design, production, and service engineering intensive rather than R intensive.



# Applications Engineering

- Focus on design and development



# Dependent Strategies

- Branch Plant Policy
- Focus on Production and Marketing



# Absorbant Strategies

- An offshore company, probably with a truncated technology base, acquires a license from an offensive-defensive innovator to exploit innovation in its domestic market.



# Thank You

