

## **A Study about the Business Management in Innovation Technology**

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### **Abstract**

The organized and coordination of the activities of a business in order to achieve defined objectives management is often included as a factor of production along with materials, and money. According to Peter Drucker the basic task of management includes both marketing and innovation. Practice of modern management originates from the 16th century study of low efficiency and failures of certain enterprises, conducted by the English statesman Sir Thomas More (1478-1535). Management consists of the interlocking functions of creating corporate policy and organizing, planning, controlling, and directing an organization's resources in order to achieve the objectives of that policy.

**Keywords:** Coordination, Planning, Controlling, Directing

### **Introduction**

Although technology trends seem to come and go with frightening regularity, some have a lasting impact on business. These are ones that change the way businesses operate and provide dramatic improvement for those that adopt them. Such technologies help organizations become operationally lean, agile and responsive, increase effectiveness and improve outcomes. Innovative technology also empowers executives, managers and workforces to operate their businesses more effectively. The Business Technology Innovation benchmark research explores in detail how companies can make technology deployments and use these choices to gain a competitive advantage and streamline operations. The research identified and quantified the ways in which organizations use each of six technology innovations across business and IT. It

also explores the value of using these technologies to create more effective processes, and assesses the maturity of organizations' current use and the benefits of deployment.

## Scope

Management involves identifying the mission, objective, procedures, rules and manipulation of the human capital of an enterprise to contribute to the success of the enterprise. This implies effective communication: an enterprise environment (as opposed to a physical or mechanical mechanism) implies human motivation and implies some sort of successful progress or system outcome. As such, management is not the manipulation of a mechanism (machine or automated program), not the herding of animals, and can occur either in a legal or in an illegal enterprise or environment. Management does not need to be seen from enterprise point of view alone, because management is an essential function to improve one's life and relationships. Management is therefore everywhere and it has a wider range of application. Based on this, management must have humans, communication, and a positive enterprise endeavor. Plans, measurements, motivational psychological tools, goals, and economic measures (profit, etc.) may or may not be necessary components for there to be management. At first, one views management functionally, such as measuring quantity, adjusting plans, meeting goals. This applies even in situations where planning does not take place. From this perspective, Henri Fayol (1841–1925) considers management to consist of six functions:

1. Forecasting
2. Planning
3. Organizing
4. Commanding
5. Coordinating
6. Controlling

## Basics

Management operates through five basic functions: planning, organizing, coordinating, commanding, and controlling.

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- **Planning:** Deciding what needs to happen in the future and generating plans for action(deciding in advance).
- **Organizing:** Making sure the human and nonhuman resources are put into place
- **Coordinating** (or staffing): Creating a structure through which an organization's goals can be accomplished.
- **Commanding** (or leading): Determining what must be done in a situation and getting people to do it.
- **Controlling:** Checking progress against plans.

### Basic Role

- **Interpersonal:** roles that involve coordination and interaction with employees
- **Informational:** roles that involve handling, sharing, and analyzing information
- **Decision:** roles that require decision-making

### Skills

Management skills include:

- **Political:** used to build a power base and to establish connections
- **Conceptual:** used to analyze complex situations
- **Interpersonal:** used to communicate, motivate, mentor and delegate
- **Diagnostic:** ability to visualize appropriate responses to a situation
- **Leadership:** ability to lead and to provide guidance to a specific group
- **Technical:** expertise in one's particular functional area.

### Implementation of Policies and Strategies

- All policies and strategies must be discussed with all managerial personnel and staff.
- Managers must understand where and how they can implement their policies and strategies.
- A plan of action must be devised for each department.
- Policies and strategies must be reviewed regularly.

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- Contingency plans must be devised in case the environment changes.
- Top-level managers should carry out regular progress assessments.
- The business requires team spirit and a good environment.
- The missions, objectives, strengths and weaknesses of each department must be analyzed to determine their roles in achieving the business's mission.
- The forecasting method develops a reliable picture of the business's future environment.
- A planning unit must be created to ensure that all plans are consistent and that policies and strategies are aimed at achieving the same mission and objectives.

### **Business Models and Technological Innovation**

Business models are fundamentally linked with technological innovation, yet the business model construct is essentially separable from technology. We define the business model as a system that solves the problem of identifying who is the customer(s), engaging with their needs, delivering satisfaction, and monetizing the value. The framework depicts the business model system as a model containing cause and effect relationships, and it provides a basis for classification. We formulate the business model relationship with technology in a two-way manner. First, business models mediate the link between technology and firm performance. Secondly, developing the right technology is a matter of a business model decision regarding openness and user engagement. We suggest research questions both for technology management and innovation, as well as strategy.

### **Refining the Innovation Performance Link**

Strategy scholars have underplayed the role of business model choice in their search for establishing a link between technology innovation and competitive advantage. The typical assumption that a radically improved product or service offering will over time automatically lead to increased profits for the innovating firm(s), ignores the enormous problems that firms face in working out the interdependencies between business model choice and technology effectiveness.

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A given technology seldom operates in isolation from other technologies; interoperability is required in order to create the intended value. This is a well-recognized relationship, but it recently has become more intense, dynamic and uncertain, due to the arrival of sophisticated information technology and greater availability of platform technologies. Those who assume a simple relationship between technology development and the performance outcomes for a firm or firms ignore the moderating influence of business model choice. Business model choice determines the nature of complementarity between business models and technology and the paths to monetization. A poor choice can lead to low profits, a good choice to superior profits.

### **Can Technology Improve Business Innovation?**

Useful innovation is one of the most meaningful outputs of human creativity. Today, technological aids are increasingly employed to improve and amplify the innovation process. Now new social methods, especially crowdsourcing, have fundamentally altered how innovation is achieved and even who does it

### **Building an Open Innovation Capability**

We can summarize the landscape of new digital tools and techniques for *open innovation* into four specific buckets. These are *platforms*, *communities*, *methods*, and *supporting functions*:

- **Platforms for Open Innovation.** New networked technologies, particularly ones based on social media, have greatly increased the richness and reach of innovation programs. While open innovation is possible without these tools, they can considerably reduce cost while increasing scale and scope. Leading examples include Spigit, Idea Scale, Bright Idea, Open IDEO, and Brain Bank, but there are many others.
- **Open Innovation Communities.** Beyond technology platforms, there are pre-existing for-profit and non-profit innovation communities for many disciplines and industries that can be tapped into to drive innovation programs. Well known examples include Innocentive, Idea Connection, and Nine Sigma, to name just a few.

- **Open Innovation Methods.** There are two main axes here: Business function and collaborative method. The business function might be product development, software development, business development, marketing, sales, fund raising, and so on. That's because each business function has a unique set of innovation concerns that often requires either special supporting platforms and/or particular communities that must be cultivated or tapped into. The second is the specific collaborative method to create the targeted innovation. This is often one of two major forks in the road in terms of creating the result: a) Either a single winning result from many individual contributions or b) one individual joint work product from many incremental contributions.
- **Supporting Functions.** Although IT can help lead the business when it comes to open innovation, it must make sure the platforms, communities, and methods are supported by a robust set of business functions to protect the organization while enabling rapid co-creation. These include the smart and lightweight application of shared idea ownership (the best open innovation programs often ensure everyone who contributed can benefit), the security of the enterprise information that often must be shared for open innovation to be successful, and finally application and community selection and management.

### Advantages & Disadvantages of Innovative Technology



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## **Market Expansion**

Innovative technology can help even smaller businesses compete on a global stage. Innovations such as the Internet, for example, allow a sole proprietor to offer her products or services to prospects around the world through the use of a website. She can provide detailed product descriptions and photos of her products to provide prospects with all the information they need to make an informed buying decision. Social media vehicles like Facebook and Twitter also allow her to network with others who may have an interest in her business, without the need for face-to-face interaction.

## **Cutting Costs**

Innovation can also help business owners keep costs to a minimum. With the use of automation, a small manufacturer can reduce his dependence on human beings to perform some of the necessary production processes. As a result, the business can reduce employee expenses such as salary, benefits and turnover. Technology can also help to streamline the production process, eliminating costly waste. Implementing a "lean" manufacturing process like Six Sigma, for instance, offers the opportunity to meet customer demand more quickly and efficiently.

## **Employee Concerns**

While innovative technology may reduce the dependence on a workforce, the flip side is that employees lose jobs in the process. In the case of a small business owner, this may mean she needs to make a difficult choice between increasing profits or letting go long-time employees. Even if the implementation does not result in job loss, some employees may have difficulty adapting to the change. There may also be a learning curve when instituting the change, resulting in reduced productivity in the short term.

## **Upfront Costs**

While new technology can result in savings in the long run, it sometimes results in a significant upfront expense. A small business owner may not have the resources to purchase a

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state-of-the art computer system or new machinery, or may need to borrow the money to do so. If the new purchase doesn't increase production or reduce expenses over the long haul, it could have a crippling effect on the long-term viability of the operation.

## Conclusion

Team collaboration is seen to be very important. Leadership role is also very important.

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