

Technology Strategy 1

Management of Technology

13



- 166125-01
- Management of Technology
- Spring 2014
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00. Contents

- 01. Strategy

01. Strategy

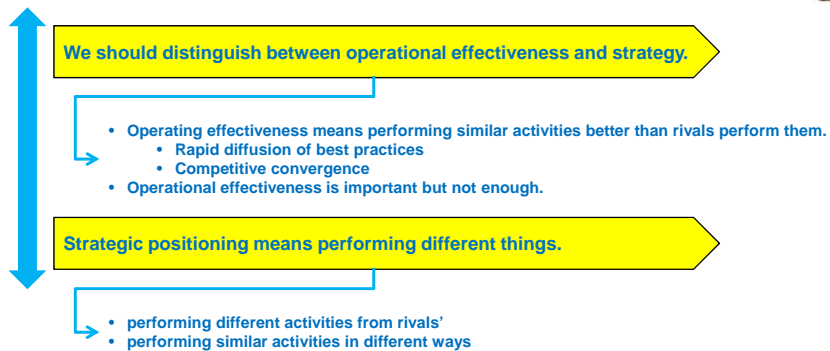
- Strategy
 - Companies must be flexible to respond rapidly to competitive and market changes.



01. Strategy

- Strategy
 - Competitive strategy is about “Being Different”.

Competitive Strategy



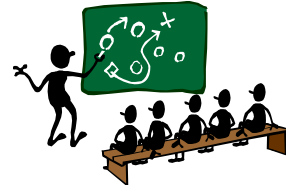
01. Strategy

- Strategic Importance of Technology

Strategic Importance of Technology



- Technology could decide competitive power of product/service.
 - → Core technology
- Technology could heighten entry barrier of a new enterprise.
- Technology could be a competitive weapon to destroy entry barrier of existing enterprises and to enter a new business.



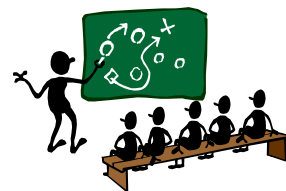
01. Strategy

- Strategic Importance of Technology

Strategic Importance of Technology



- Supporting
 - Technology strategy could be a means to achieve management strategy.
- Driving
 - Technology strategy could play a role to lead management strategy.



01. Strategy

- Strategic Importance of Technology

Strategic Importance of Technology



01. Strategy

- Strategic Importance of Technology

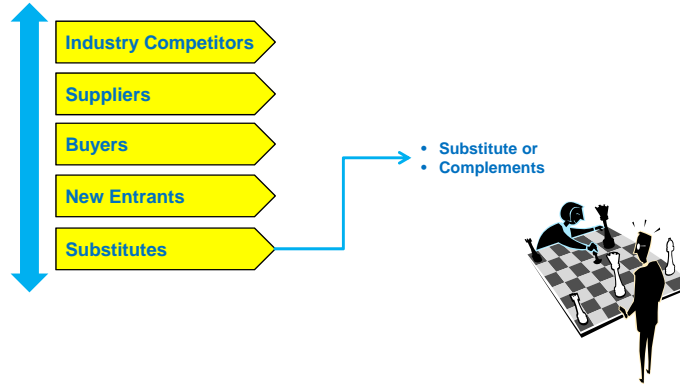
Strategic Importance of Technology



01. Strategy

- Importance of Technology as Substitute

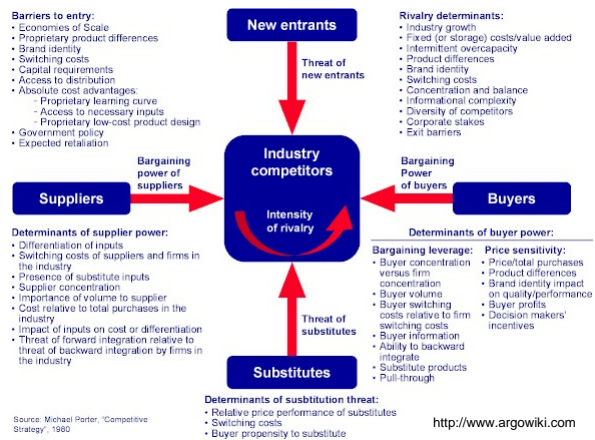
Porter's 5 Forces Analysis Model



01. Strategy

- Importance of Technology as Substitute

Porter's 5 Forces Analysis Model



01. Strategy

- Importance of Technology as Substitute

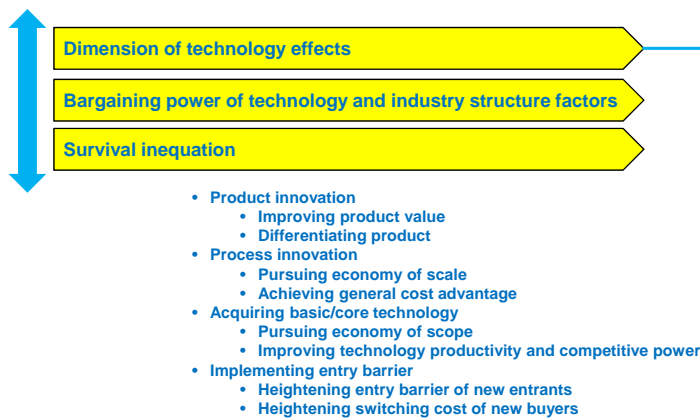
Types of Competitiveness



01. Strategy

- Roles of Technology Strategy

Roles of Technology Strategy



01. Strategy

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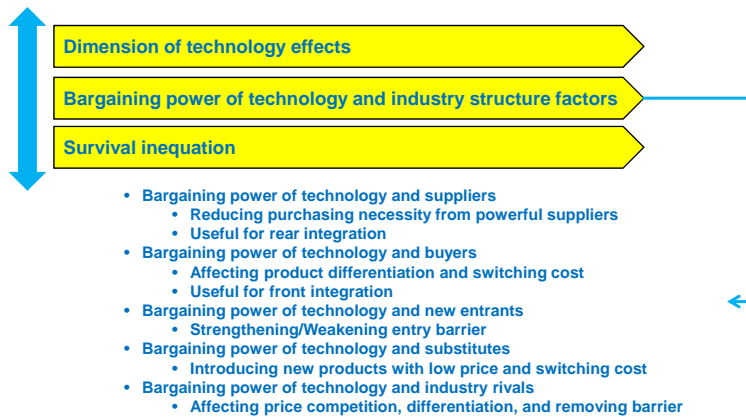
Roles of Technology Strategy



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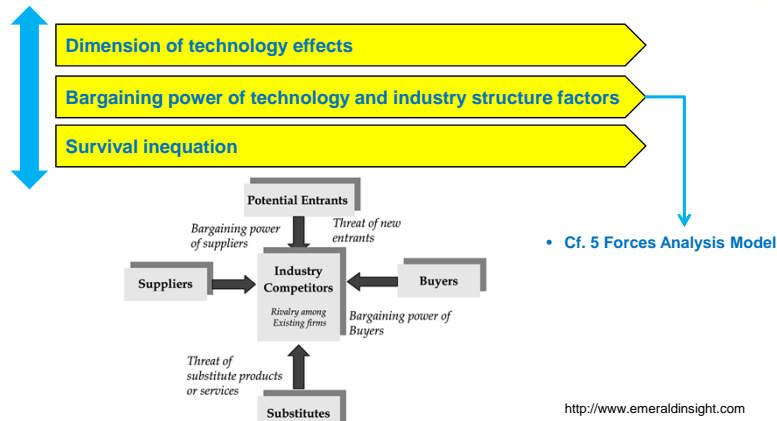
Roles of Technology Strategy



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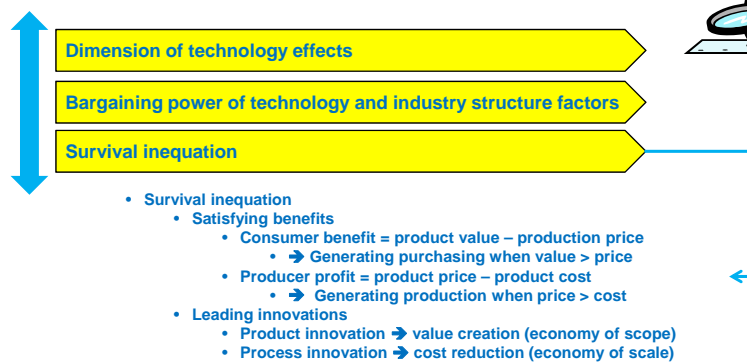
Roles of Technology Strategy



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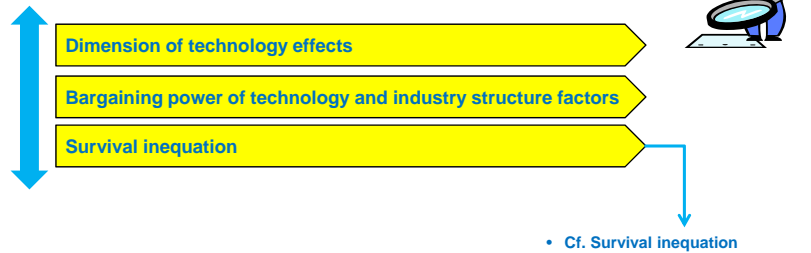
Roles of Technology Strategy



01. Strategy

- Roles of Technology Strategy

Roles of Technology Strategy



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↑ [창조성/효과성]		↑ [생산성, 효율성]		↑
<소비자가 결정>		<시장이 결정>		<생산자가 결정>

J. Bae, KAIST