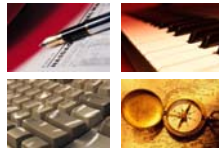


Management of Technology

B01-3. Management of Technology



- Code: 166125-01
- Course: Management of Technology
- Period: Spring 2013
- Professor: Sync Sangwon Lee, Ph. D

Contents

- 01. Status of MOT
- 02. Technology
- 03. Innovation
- 04. Technology Innovation
- 05. High-Tech Management



03. Innovation

- Innovation
 - New and positive change
 - Innovation is the implemented significant improvement along the key attribute of a product or a service.
- Creativity
 - Creativity is “the ability to think” new things.
 - Innovation is “the ability to do” new things.



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03. Innovation

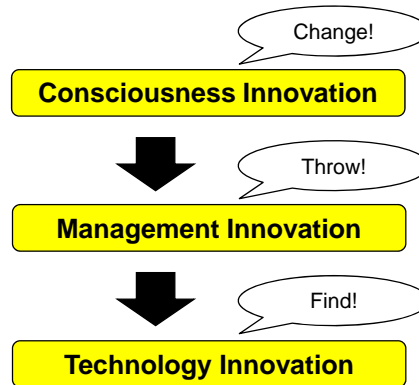
- Types of Innovation
 - Strategy Innovation: business model, ...
 - Management Innovation: organization, function, ...
 - Technology Innovation: product, process, system, ...
 - Market Innovation: marketing, ...
 - Consciousness Innovation: culture,



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03. Innovation

- Change of Innovation



03. Innovation

- Management Innovation
 - Management innovation is anything that substantially alters the way in which the work of management is carried out, or significantly modifies customary organizational forms, and, by so doing, advances organizational goals.



03. Innovation

- Innovation
 - = New + developmental + positive change
- Motive Power of Innovation
 - (Needs) Consciousness of crisis + dissatisfaction of performance
 - → Higher goal is needed.
 - (Technology) New alternatives
 - → Utilization of new technology
 - (Strategy) Planned will for development
 - → Technological strategy



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04. Technology Innovation

- Technology Innovation
 - A technology new to a given organization
 - (Schumpeter) new linkages
 - Introduction of new production process → process innovation
 - Development of new product → product innovation
 - Acquisition of new resource → resource innovation
 - Pioneering of new market → market innovation
 - Application of new administration → management innovation



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04. Technology Innovation

- Technology Innovation
 - Invention
 - The generation of an Idea or Invention
 - It makes something absolutely new.
 - Its freshness is important.
 - Innovation
 - New and positive change
 - It makes something relatively new.
 - Its practicability is important.



04. Technology Innovation

- Organizational ambidexterity
 - = Exploitation + exploration
 - Gradual innovation(exploitation) → radical innovation(exploration)



04. Technology Innovation

- Terminology
 - Research and development
 - (R) Fundamental research and development
 - (R&D) Radical research and development
 - (r&D) Incremental research and development
 - (d) Supportive research and development



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04. Technology Innovation

- Terminology
 - (A&D) Acquisition and development
 - (C&D) Connect and development
 - Spin-off
 - Spill-over
 - Technology transfer
 - Technology diffusion



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05. High-Tech Management

- High-Tech Management of High-Tech Industries
 - Business with focus
 - High adaptability
 - Organizational cohesion
 - Vivid entrepreneurial culture
 - Sense of integrity
 - Hand-on management



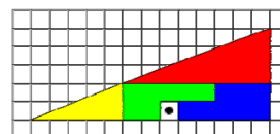
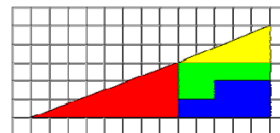
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05. High-Tech Management

- Approaches for Effective Management of High-Tech
 - Change management
 - Paradoxical management
 - Organizational ambidexterity



$$\begin{aligned} 25 - 45 &= 16 - 36 \\ 5^2 - 2 \cdot 5 \cdot \frac{9}{2} &= 4^2 - 2 \cdot 4 \cdot \frac{9}{2} \\ 5^2 - 2 \cdot 5 \cdot \frac{9}{2} + \frac{81}{4} &= 4^2 - 2 \cdot 4 \cdot \frac{9}{2} + \frac{81}{4} \\ \left(5 - \frac{9}{2}\right)^2 &= \left(4 - \frac{9}{2}\right)^2 \\ 5 - \frac{9}{2} &= 4 - \frac{9}{2} \\ 5 &= 4 \end{aligned}$$



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