Technological Information for Technology Strategy Management

Gour Chandra Saha
Lecturer
Department of General Management
Assumption University
Bangkok, Thailand
E-mail: smp78380@ait.ac.th
bbagsh@au.ac.th

Nazrul Islam
Assistant Professor
Business Administration Discipline
Khulna University, Khulna, Bangladesh.
E-mail: smp88432@ait.ac.th

Abstract

Technological information is often ignored by strategists although it is of paramount importance in the strategic management of business. This study attempts to identify the information required for technology strategy management at the firm level. It clearly shows that for technology strategy management, information is necessary in four major areas - technology resources, technology capabilities, technology infrastructure, and technology climate. These kinds of information can broadly be classified into two categories - internal technological information and external technological information. Internal information can be gathered from within the company while, external information is subject to the scanning of the operating environment of the company. It is also evident from the study that this information should be considered carefully for formulating technology strategies. Considering the importance of technological information for the practitioners, a framework of technological information for technology strategy management is proposed in this study.

Keywords: Technological information, Technology strategy management, Technology resources, technology capabilities, Technology infrastructure, Technology climate.

* Presently, Doctoral Student, School of Management, Asian Institute of Technology, Bangkok, Thailand

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