Abstract

Technology management is still a young discipline of management. Its rapid emergence in entrepreneurial practice and academia has been observed for decades since the time when technology and innovation were perceived as constituting major factors of organizational competitiveness and viability. Given the myriad of technology applications in products, services, systems and processes in companies having largely different purposes, the practiced and scholarly approaches to technology management vary widely. Nevertheless, basic patterns of technology management and its methodological content can be distinguished. Moreover, as a result of the greater impacts of societal and technological change, an evolutionary development of the scope of technology management over time can be observed. This aspect constitutes the core sweet of this Technology and Innovation Management on the Move - From Managing Technology to Managing Innovation-driven Enterprises'.

After a short introduction to the problem of the lacking technology awareness in general management, the concept of the Integrated Technology and Innovation Management will be presented. Hence, numerous processes, structures and methods will be explored in detail for each of the main tasks of the Integrated Technology and Innovation Management, including: I. Identification & Selection, II. Development & Acquisition, III. Exploitation & Protection, IV. Control, as well as two additional aspects; V. Technology Innovation and VI. Technology and Innovation Management in SME/NTBF. The focus lies on applied solutions and management principles that are of practical use for management.

The authors represent a broad variety of science and practice. This - book is written for managers and students of management science and in particular those interested in technology and innovation management.

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