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the management of technology in enterprises, covering support from the government, creating leadership and an organizational culture, and human resources development to promote technology development and innovation.

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Strategic Management of Technology and Innovation. technologies are to be adopted for competitive advantage, what should be the investment level on technology development, and how to organize technology development and its management etc. Although, scope and importance of technology strategy is defined in companies, but the extent to which such

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Strategic Management of Technology and Innovation
adopters who are well integrated into their social system and have the greatest potential for opinion leadership. They are respected by their peers and know how to retain the respect they must make sound innovation adoption decisions. Others look to these people for information and advice. 13.5% of adopters

Strategic Management of Technological Innovation
Strategic Management of Technological Innovation 4th ed - Melissa A. Schilling (Mc Graw-Hill, Irwin, 2013)

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