





BACKGROUND

It is widely recognized that global competitive strategies are increasingly becoming technology-driven in the context of extremely dynamic, high-velocity, and turbulent environments (Badawy, 1998).

Such a context of rapid technological change is obviously extremely risky.



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In such a context of rapid technological change, business strategies have become increasingly **extremely risky**.

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TECHNOLOGY MANAGEMENT EVALUATION

- From the very beginning, the technology management has been under the strong influence of engineering-related disciplines.
- The evolution of Technology Management started with the early 1950s and then followed by the 1960s and 1970s.



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R&D man

The field's structure
research and develop
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literature initially dea

- project evaluation an
- R&D organization,
- technology forecasti



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