Preface

In a global economy, business competition goes beyond a domestic market and is expanded to foreign markets. The Asian market is a good example, as it is a place where companies all around the world join intense competition. Global competition requires companies to send and receive business transactions data seamlessly through heterogeneous business information networks. The global business also increases the uncertainty and failure of business transactions that may cause operational disruptions to occur. Companies tend to rely more on state-of-the-art technologies to sustain their business competency and continuity.

Implementing the right technology may lead a company to take a dominant position in the market. In particular, advances in information technology influence real-world business tremendously and provide a means to effectively share business information with partners. Adopting a new technology is a strong way to boost the quality of products and services.

However, companies have experienced failures in integrating new technologies. Technology integration involves many challenges, roadblocks, and barriers in its implementation to real business environments. This book intends to address those issues and problems, and present an effective technology integration approach that includes systematic procedures and application steps.

This book would be distinguished in terms of:

- The first book that presents the practical approach of technology integration to real business environments.
- The explanations of technology integration procedures aligned with project management knowledge and skills.
- The presentation of three real case studies.
- The capture of real-world experiences of technology integration.

Audience

The audience of this book includes:

- Graduate school students, including MBA programs and engineering programs.
- Upper level undergraduate school students pursuing business administration, technology management, industrial engineering, information technology, management information system, computer science/engineering degrees.
- Practitioners in the areas of technology management, information technology, industrial engineering, research and development, design and engineering, manufacturing, quality, and new business development.
- Managers and directors in technology management, information technology, industrial engineering, research and development, design and engineering, manufacturing, quality, and new business development organizations.
- CEO, CIO, CFO, and top level managers of a company.

For Instructors

Instructors may teach each chapter in the order of the book. During class instructions, live discussions with students would provide insights to the contents of the book. Group discussions for specific topics of the book will stir students to share their practical experiences and bring in rich learning benefits. Instructors may give students a term project to which students as an individual or in groups can utilize and apply the learning of each chapter. If a student is a working professional and involved in a real project in his/her workplace, the student can use the same project by following the steps presented in the book. If the student is a full-time student without any practical experience, he/she can devise any project as appropriate. In addition, for instructors who may want to use the PowerPoint slides of each chapter of the book for lecture notes, please visit http://www.technologytobusiness.org. We would be pleased to hear your comments and suggestions for future editions of the book. Please do not hesitate to contact the authors to technologytobusiness@gmail.com for further questions.

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We give Him all the glory, honor, and adoration for His guidance and care: "I can do all things through Christ who strengthens me (Philippians 4:13)."

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