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RESEARCH ARTICLE

ROLE OF MANAGERS IN PROMOTING TECHNOLOGY UPGRADES AND INNOVATION IN ORGANISATION

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ABSTRACT

Purpose: The increased organizational competitiveness due to new entrants has resulted in changing organizational structure and performance. The managers are now focusing on updating their technology and improving the products and services through innovation so that competition can be developed. The main objective of the research is to analyze the role of managers in improving performance through the use of innovation and technology. **Methodology:** The approach of qualitative research through the use of books and journals between the years 2010-2014 provides detailed information about the research topic so that objective can be achieved. **Findings:** The managers have changed the method of use of technology and innovation in managing success. There is an increased dependence of managers and employees on using new technology and improving productivity through innovation, so that improvement in competitiveness enhances organizational positioning and profitability. **Conclusion:** The research paper concludes that the changes in the use of technology and enhancing product creativity through a change in design and material attracts new customers and increases the level of satisfaction. It improves customer loyalty and long term relations.

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INTRODUCTION

Rationale: The managers are the eye of an organization that sets up vision and mission so that employee performance is directed towards the achievement of the organizational goals. The continuous new entry in the market has increased the level of competition and the role of managers in guiding and motivating employees to achieve success through new ideas and development (Brown, 2012).

Research questions

- What do you mean by innovation in products and services of an organization?
- How does innovation and technology improve organizational performance?
- What are the advantages of improving technology and innovation?
- What is the role of managers in using technology and innovation tools?

Objectives of The Study

- To increase the use of technology and innovation in organizations.
- To outline the duties and roles of managers in improving the application of technology and innovation.
- Determining the relation between these factors and organizational productivity.

RESEARCH METHODOLOGY

The research activity is conducted through the use of primary and secondary sources. The primary sources of research provide quantitative first-hand information through personal contact and communication with the respondents. The secondary research method uses the reference of pre-written articles and books of authors to analyze the topic and provides conclusions. The current research paper uses the secondary sources of data through the books of period 2010-2014. This research

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methodology assists in conducting a fair research activity with proper and adequate knowledge.

RELATIONSHIP BETWEEN TECHNOLOGY AND INNOVATION WITH ORGANIZATIONAL PERFORMANCE

Technological up-gradation

The technological development in an organization is a plan of risk management and mitigation strategy. As per Walker et al., many of the organizations are adopting this technology to bring improvement in the speed, accuracy and effectiveness of operations (Walker, 2011).

These also support the personal and professional development of roles. The methods of management of HR personnel and their daily records are now easily maintained and arranged through the use of the software. These have brought an overall improvement in the regular working conditions and effectiveness of the organization (Jamshed, 2014). Jamshed further concluded that the technology is used to enhance the product and service value so that better customer product can be offered to the customers for long term relations.

Innovation in products and services

The process of product and service innovation supports in improving the design, layout, and quality of the product According to Walker et al., better products and services assure customer attraction and loyalty (Walker, 2011). An improved version of products and services supports in serving the customers with multiple varieties of products and ensure cost-effectiveness.

Norman et al. concluded that innovation adds value to the products so that new designs and attractions link customers and influence their purchase decision. Innovation is understood through an improvement in the design, quality, structure, packaging and distribution methods of a product or service (Norman, 2014). For instance, the current innovation in Cadbury through the new Silk has supported an organization in retaining its customers through the stiff competition to the organizations such as Nestle and Mars.

Impact on organizational performance

It is not entirely correct to state that innovation and technology have only positive implications on the growth and performance of organizations. Dodgson et al. stated that there are negative consequences of technological development and innovation in the form of lack of employee support as they are not aware and able to adjust to the changing environment. There are probabilities of failure due to the high amount of risk and contingent situations of the business environment (Dodgson, 2013). The positive side is identified through

the improvement in customer loyalty and employee retention.

It supports the organization in managing stiff competition and standing at the top of the crowd. There is a growth in the organization profitability through cost efficiency that helps in managing high position. According to Dodgson et al., organizational performance is improved through the application of an efficient system of use of technology and innovation. The performance standard attracts new customers and support of society.

ADVANTAGES OF IMPROVEMENT IN TECHNOLOGY AND INNOVATION IN ORGANIZATIONS

Increased competitiveness

There are many competitors in the market that come up with similar kinds of products. For instance, the Hospitality sector includes organizations such as Hilton, IHG, Marriott and many more, despite of this the most demanded hotels in the UK is Marriott which is due to continuous innovation in managing customer expectation through upgraded services and the use of latest technology in the activities of check-in, room lock, and other services (Urbancova, 2013).

Improved production

The use of technology and innovation supports a higher level of production activities through reduced complexities and a structured procedure for managing multiple activities.

Productivity is enhanced through the proper use of technology that supports managing and coordinating with the changing business environment needs.

Cost-effectiveness

As per Zeschky et al., cost-effectiveness is the analysis of economic which relates to the cost relative and action courses from various outcomes. Cost-effectiveness involves with the improvement in the production cost due to technology which increases the product demand of the consumers in the market. The innovation leads to lower the cost as a new product is developed in the market (Zeschky, 2011).

Total quality and waste management

According to Matias et al., total quality refers to the providing appropriate technology and innovation by the manager in the organization so that customers are attracted against the store for the product.

Waste should be eliminated by using advance technology and innovation in the organization, which will benefit the organization in all sense (Matias, 2011).

ADVANTAGES OF IMPROVEMENT IN TECHNOLOGY AND INNOVATION



Figure 01.

ROLE OF MANAGERS IN ENSURING IMPROVED ORGANIZATIONAL PRODUCTIVITY IN AN ORGANIZATION

New product development

Markos et al. in their study concluded that the manager uses technology for new product development in the organization, which will increase the productivity and profit of the organization by innovating a new product. The various processes are considered for making the new product in the market, such as feedback of consumers, analysis, survey, etc. into consideration (Markos, 2010).

Employee motivation and training

The managers in the organization should provide training to the employees for the effective working of the business. The various technologies should be considered for providing training to the employees for selling products in the market by the manager. The manager in the organization should support with inspiration and training against the product development of the business to achieve the objectives successfully (Gruman, 2011).

The practices in the organization practiced by the manager should help employees for creating more ideas and provide rewards for their performance. The increase in productivity will lead to high development in the employee's performance with the motivation of the

the business which needs to be focused so that they can achieve them efficiently. Innovation and technology play a vital role in the organization (Jones, 2013).

Technical up gradation

Chesbrough et al., said that the managers use various innovations in new product development by implementing multiple technologies into consideration. The manager upgrades the technology in the organization for developing the performance of the business (Chesbrough, 2013). The product and services are innovated for the effectiveness of the organization. The development in the innovation and technology leads to various advantages for the organization due to the manager, such as competitive advantage as different organization deals in the same market but innovation help to give them fierce competition

Improved work practices: The practices followed by the manager in the organization should be developed so that employees are attracted against the working environment of the organization. The rewards and incentives, training and development, innovation ideas, online techniques should be practiced in the organization. The technology and innovation not always give success; sometimes, it leads to unsuccessful innovation for the organization (Cummings, 2014).

Changing mission and vision: The vision and mission statement involves the organization foundation. There is no need to change unless the organization achieves the

mission and vision. The change helps for establishing the mission and vision (Gareis, 2010).

RESULTS

The current research paper has identified the role of managers in promoting the technology upgrade and innovation. The advantages and roles of managers are explored in terms of innovation and technology in the organization. The study determines the various improvements in the organization by using innovation and technology in the firm. Present study has effectively identified the role of managers in identifying and implementing the innovations in the organizations. The roles of managers are changing in the organization by focusing on the innovation and technology in the market towards the production of the product.

There is development in the production due to the complexity and structure of the organization by implementing innovation and technology. The effectiveness of cost helps the organization for increasing their value and balancing against the production with the help of manager and effectively product controlling take place. The manager focus on the total quality of the product innovated and technology implemented.

The concept of wastage management is the vital factor which is focused by the manager for the effectiveness of the organization working and developing a healthy relationship with the consumers in the market by attracting them. The role of the manager is considered for developing the productivity of the organization with various factors.

The new development in the product is ensured by innovation in the same product or new ideas implementing with using technology for attracting more consumers in the organization against the product by various procedure into consideration by the manager.

Conclusion

The current research paper focus on the innovation and technology of the organization and various roles and practices of manager are considered. The innovation helps the organization to give huge competition and develop the employee's performance.

The innovation in the product attracts the consumers in the market. The technology helps to make effective communication among the employees and consumers in the market. The practices followed by the manager contribute to improving the profitability of the

organization. Therefore, the various advantages and relationship between innovation and technology are implemented in the research paper.

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