

Convergence of Technology and Management

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INTRODUCTION

Though, technology and management have got great significance these days but the convergence of duo is need of the hour so as to fulfil the aspirations of the peoples who are looking for better days. Technology either hard, soft or service oriented is needed to be stratified in view of customers' perspective for managing the affair of business, industry, agriculture, education, health, sanitation and environment leading to inclusive and sustainable growth and development. The convergence of technology and management needs ingenuity without which no promising solution can be derived. Technology, management and more over knowledge is now changing very fast, hence, appropriate studies with new conceptual frame-work and theoretical perspective must be carried out to arrive at some diagnostic conclusions and solutions especially to address the issue of convergence for implementation at organisation level.

REVIEW OF LITERATURE

Convergence has been defined by several scholars time to time. Convergence of technology is carried out as the tendency of technology changes towards performing the same task or putting together various technologies at one platform to perform complex task, as the smart phones presently doing multiple task such as phone calls, Paytm, web search, audio, video conference, camera, video player and so on. Convergence of technology is thus a trend in the evolution of technological science (Black Man, 1998). However, convergence is really a task which connects overall forms of technologies including Media technology (Digital Computer) (Muller, 1999). The convergence of technologies is much faster in telly days. Recently scientists could integrate a solar cell and a monogenerator that can easily covert wind energy into electrical output/electricity in a single device. The researchers have claimed that a single

device can now harvest wind and solar energy and thus can power us. It is no doubt first time that scientists/researchers could integrate two easy harvesting technologies in one. (AkshayUrja, 2016). Thus, convergence is generally, a coming together of two or more distinct phenomena or entities. The issue of convergence of best practices in marketing, HRM, finance and strategy etc. needs to be investigated leading to converge with technological ease.

The convergence of technology and management practices may be instrumental in accelerating the process of development of one and all. There is a need to identify the technologies with specialization which can converge or integrate with other technologies in order to optimize the utilization of technological resource. To create and develop convergence process the various prerequisite conditions must be assessed and examined.

PREREQUISITES FOR CONVERGENCE OF TECHNOLOGY AND MANAGEMENT

- When the diversification of technologies is identified.
- When there is constant increase in up-coming technologies with changing global scenario
- When there is an emerging requirement of specialization of technology and management resources.
- When there is an emergence of agglomeration of activities in specialized and allied sectors.
- When local, national and global capacity and attraction of activities towards enhancement of productivity of goods and services is apparent.
- When there is a tendency of catalytic chain of the systems and subsystems.
- When there is a tendency of partial access and equilibrium among basic elements of development-
 1. Man
 2. Material

- 3. Machine
- 4. Market

- 5. Managerial functions, industry and governmental policies.

STAGES OF CONVERGENCE

- (i) First Stage- Availability of technologies and management skill/practices with identification.
- (ii) Second Stage- Specialization, Combination, integration and attraction with market mix.
- (iii) Third Stage- Convergence for optimum utilization of technology and management principles towards achieving the goal of inclusive and sustainable development.

CONVERGENCE OF TECHNOLOGY IN IT AND MEDIA SECTORS-

The convergence of technologies has started playing its role in various sectors. IT and Media sectors have been impacted by the convergence of technologies for better and efficient services. A smart phone can provide various services through single platform as shown in Fig. 1. The difference in technologies across countries and sectors appears or seemsto match difference in labour productivity and to exhibit interesting changes over time. (Andrew & Charles, 1996).Manufacturing is a process of converging raw material, components or parts into finished goods that meet a customer expectations or specifications. Manufacturing commonly employs a man-machine set-up with division of labour in a large scale production.The convergence in manufacturing sector is different from IT and Media sectors. Hence, for each sector there is a need to understand the prerequisites so as to make the convergence process more effective for the efficient development and growth

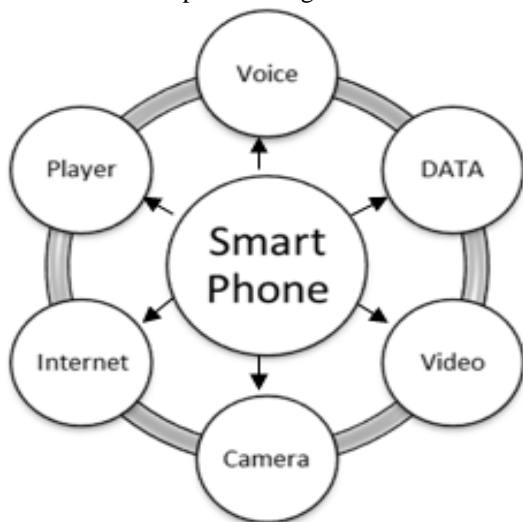


Fig.-1 CONVERGENCE OF TECHNOLOGY IN IT

CONVERGENCE OF TECHNOLOGY & MANAGEMENT FOR RURAL INDIA

India is a country where the soul of the nation resides in country side. It is a fact not just because of its 2/3 population live in rural areas/villages and derive their livelihood from rural sector, rather the values, customs, traditions and the wholesome image of India for which it is known in the world is obviously comes from the rural masses and society. Hence, the path of advancing India goes through villages which are spreaded over a large rural area of the country. It has great potential for socio-economic development. The economy of rural areas is based on primary sector activities in which agriculture is dominantly fetching the rural economy. The so called modern technology and industries have vital scope in rural India. There are variety of resources that are needed to be harnessed through converging the appropriate technologies and management practices for inclusive development and sustainable growth of the country. It is obvious that rural India is an appropriate place where convergence of technology and management is need of the hour. The following are some of the core areas where technological convergence may not only push the development rather accelerate the process of change-

- (i) Agriculture
 - (ii) Business-Finance
 - (iii) Health-Education
 - (iv) Infrastructure-Industry
 - (v) Energy-Environment
 - (vi) Sanitation-Safety
 - (vii) Transport-Communication
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ABHIEST- vfhk'B

Convergence of technology and management must be taken-up in view of the priorities as given in ABHIEST, which are the core areas for the development of masses in rural areas. The

development will get faster pace with the application of technology and management practices.

[5] Mueller, M. (1999), “Digital Convergence and its Consequences”, *Javnost/ The Public* 6:3, pp 11-27.

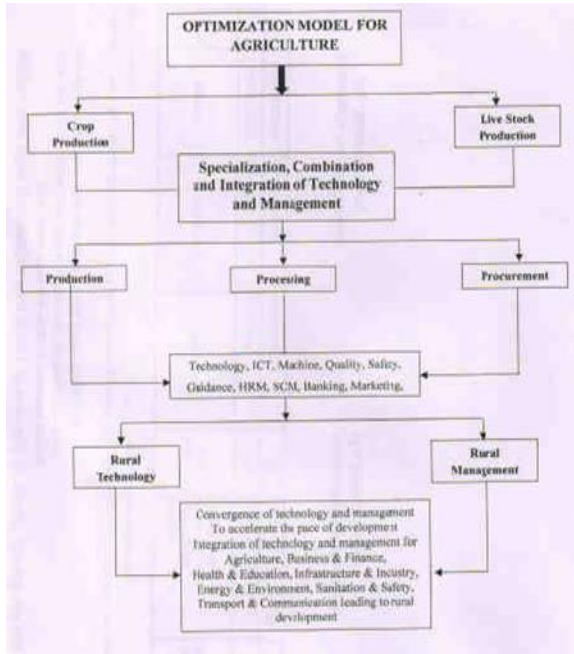


Fig.-2

In rural areas, the resources are either underused or misused. The technology has a leverage of better utilization under the notion of any time-anywhere. Fig. 2 clearly shows that there is urgent need to converge such technologies at one platform where the production, processing and procurement can be efficiently managed, and the rural community can reap the optimum fruits of development.

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