# Poornaprajna Institute of Management

**Udupi - India**

## Micro Research Centre (MRC)

**Centre for Strategies of Technology Adoption for Optimizing Organizational Efficiency, Effectiveness & Productivity**

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**(i) Purpose:**

The purpose of the Centre for Research on Strategies of Technology Adoption for Optimizing Organizational Efficiency, Effectiveness & Productivity is to investigate, develop, and promote strategies for effective technology adoption in organizations to enhance their operational efficiency, effectiveness, and productivity.

**(ii) Objectives:**

(1) To identify and analyze best practices in technology adoption that lead to improved organizational performance.
(2) To develop frameworks and models for the successful implementation of technology in various organizational contexts.
(3) To assess the impact of technology adoption on organizational efficiency, effectiveness, and productivity.
(5) To provide insights and recommendations for policymakers and business leaders on technology adoption strategies.
(6) To foster collaboration between academia, industry, and government to facilitate knowledge exchange and application of research findings.

**(iii) Description:**

The research methodology and design will encompass:
(1) Literature Review: Conduct systematic reviews of existing literature on technology adoption to identify gaps and areas for further research.
(2) Case Studies: Develop detailed case studies of organizations that have successfully adopted new technologies, highlighting the strategies used and outcomes achieved.
(3) Surveys and Interviews: Utilize surveys and interviews to gather data from organizations about their experiences with technology adoption.
(4) Quantitative Analysis: Apply statistical methods to analyze the impact of technology adoption on organizational metrics such as efficiency, effectiveness, and productivity.
(5) Comparative Analysis: Compare technology adoption strategies across different industries and organizational sizes to identify common factors and unique challenges.

**(iv) Proposed Functions:**

(1) Conducting research projects focused on different aspects of technology adoption in organizations.
(2) Organizing conferences, workshops, and seminars to share research findings and facilitate discussions on best practices.
(3) Publishing research papers, reports, and case studies in academic journals and industry publications.
(4) Providing consultancy and advisory services to organizations seeking to adopt new technologies.
(5) Offering training programs and workshops to educate business leaders and managers on effective technology adoption strategies.

**(v) Expected Outcomes:**

(1) Development of practical frameworks and models that organizations can use to effectively adopt and integrate new technologies.
(2) Enhanced understanding of the factors that influence successful technology adoption and its impact on organizational performance.
(3) Increased knowledge sharing and collaboration between academia, industry, and government on technology adoption strategies.
(4) Publication of high-quality research outputs that provide actionable insights for business leaders and policymakers.
(5) Improved organizational efficiency, effectiveness, and productivity through the adoption of best practices and innovative technology solutions.

**(vi) List of Working Papers:**

(1) Implementation Frameworks: Developing comprehensive frameworks for the successful implementation of new technologies in organizations.
(2) Impact Assessment: Evaluating the short-term and long-term impacts of technology adoption on organizational performance metrics.
(3) Change Management: Investigating strategies for managing the human and cultural aspects of technology adoption, including employee training and resistance to change.
(4) Sector-Specific Strategies: Analyzing technology adoption strategies specific to different industries, such as manufacturing, healthcare, finance, and education.
(5) Emerging Technologies: Exploring the adoption and integration of emerging technologies such as artificial intelligence, blockchain, and IoT in organizational processes.

**(vii) List of the Team Members :**

Dr. P. S. Aithal
Mr. Santhosh N. Prabhu

**(viii) List of related Published Papers:**

[1] Aithal, P. S., & Aithal, S. (2019). Strategic Management of Universal Technologies for Redefining Productivity & Performance. *International Journal of Applied Engineering and Management Letters (IJAEML)*, *3*(2), 81-95.
[2] Aithal, P. S., & Aithal, A. (2018). The Concept and Importance of Alternative Strategy as Parallel Strategy to be followed in Organizational Decisions to Ensure Success. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, *3*(2), 1-15.
[3] Aithal, P. S., & Aithal, S. (2019, October). Management of Universal Technologies & their Industry Implications. In *Proceedings of International Conference on Emerging Trends in Management, IT and Education* (Vol. 1, No. 2, pp. 318-328).
[4] Aithal, P. S., & Kumar, P. M. (2016). Theory a for optimizing human productivity. *IRA-International Journal of Management & Social Sciences*, *4*(3), 526-535.

[5] Aithal, P. S. (2023). Enhancing Industrial Automation through Efficient Technology Management in Society. *International Journal of Applied Engineering and Management Letters (IJAEML)*, *7*(4), 184-215.
[6] Aithal, P. S. (2023). How to Create Business Value Through Technological Innovations Using ICCT Underlying Technologies. *International Journal of Applied Engineering and Management Letters (IJAEML)*, *7*(2), 232-292.

Dr. P. S. Aithal
Date: 19/05/2025
**Name & Signature of Coordinator with date.**

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