Concept-Oriented Research and Development in Information Technology (Wiley Series in Systems Engineering and Management)

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A pioneering, concept-oriented research and development approach improves business results in technology-driven industries

With contributions from IT, systems, and operations experts from around the globe, this book sets forth a tested and proven, concept-oriented R&D approach that far surpasses the results of conventional R&D. The authors explain how to create a clear concept, then build upon that concept by developing a chain of technologies and target markets in order to create, sustain, and grow successful business operations. Real-world examples and case studies from IBM and Hitachi illustrate how the concept-oriented approach can be applied to IT and other technology-driven industries anywhere in the world.

Concept-Oriented Research and Development in Information Technology sheds new light on the complex relationships between concept, technology and market, explaining how all of these elements are enhanced with a concept-oriented R&D approach. Throughout the book, readers will learn a variety of innovative perspectives and methods for concept creation, technology innovation, and market cultivation.

- Part I, Introduction, makes the case for a paradigm shift in R&D from a conventional approach to a concept-oriented one.
- Part II, Concept Creation, liffers four perspectives on the application of the concept-oriented approach.
- Part III, Fusion of Technologies, illustrates the need to fuse technologies to accommodate rapidly changing and unpredictable demands on business infrastructure.
- Part IV, Glocalization of Technologies, explains why businesses need to diversify globally, yet remain in tune with local markets.
- Part V, Conclusions and Future Directions, explores the potential of the concept-oriented approach to evolve with the changing needs of business and R&D.

Concept-Oriented Research and Development in Information Technology helps students and professionals in IT, engineering, systems, and operations approach R&D in new ways that lead to better technologies and better businesses.

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