

## TECHNOLOGY IN ORGANIZATIONS

SHOEB AHMAD

Associate Professor, Department of MIS, University of Ha'il, Saudi Arabia

### ABSTRACT

Technological advances bring huge opportunities as well as challenges for managers from all professional fields. Most organizations do not attach high or optimal priority to sophisticated technology that slows down an organization's growth. In present competitive global economic scenario, organizations who fail to advance technologically are at potential risk of lagging behind competitively as well as in terms of productivity. Change is natural and the term "Change or perish" coined by Abrahamson, (2000) has become a new corporate mantra making rounds in every business circle. The present study examines the introduction of technologies and their influence on organizations due to their extensive use. The article sheds light on implications of technology, reasons for introducing technology and impact of technology on organizations. It also particularly addresses various issues that create barriers to technological changes within organizations.

**KEYWORDS:** Technological Innovations, Humanitarian Aspect, Industrial Engineer, Personnel, Anthropologists