



**Centre for Management of Technology Study**

**(MOTSC)**

**At UIBE**

**What would be the contribution of MOTSC**

**to UIBE in terms of teaching and research, generation  
of external income, international profile and reputation,  
and academic capacity building?**

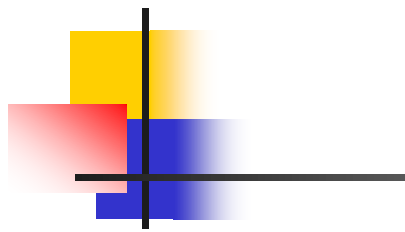
**Dr Richard Li-Hua**

**1<sup>st</sup> June, 2007**



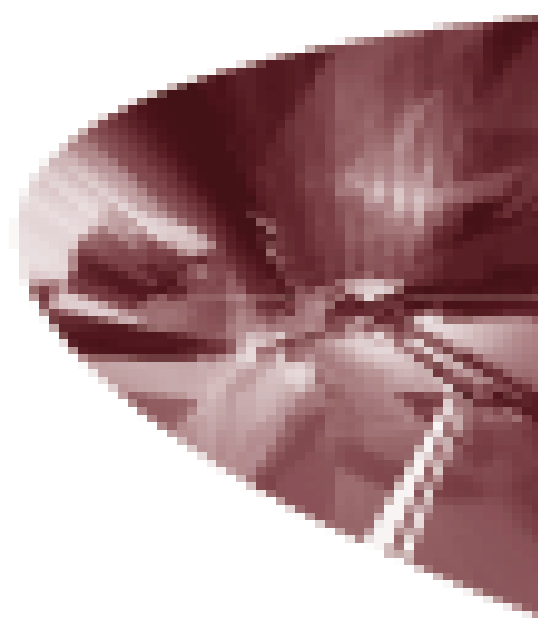
---

# **Why having MOTSC at UIBE**

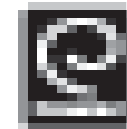


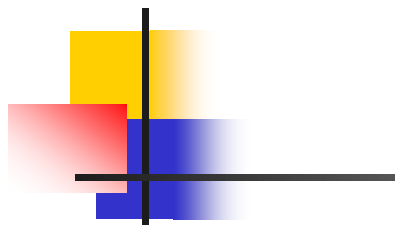
VOLUME 10  
NUMBER 1  
2008

Journal of  
Technology  
Management  
in China



[www.emeraldinsight.com](http://www.emeraldinsight.com)





ISSN 1002-9092  
CODEN CJETS

Journal of  
**Chinese Economics  
and Foreign Trade  
Studies**



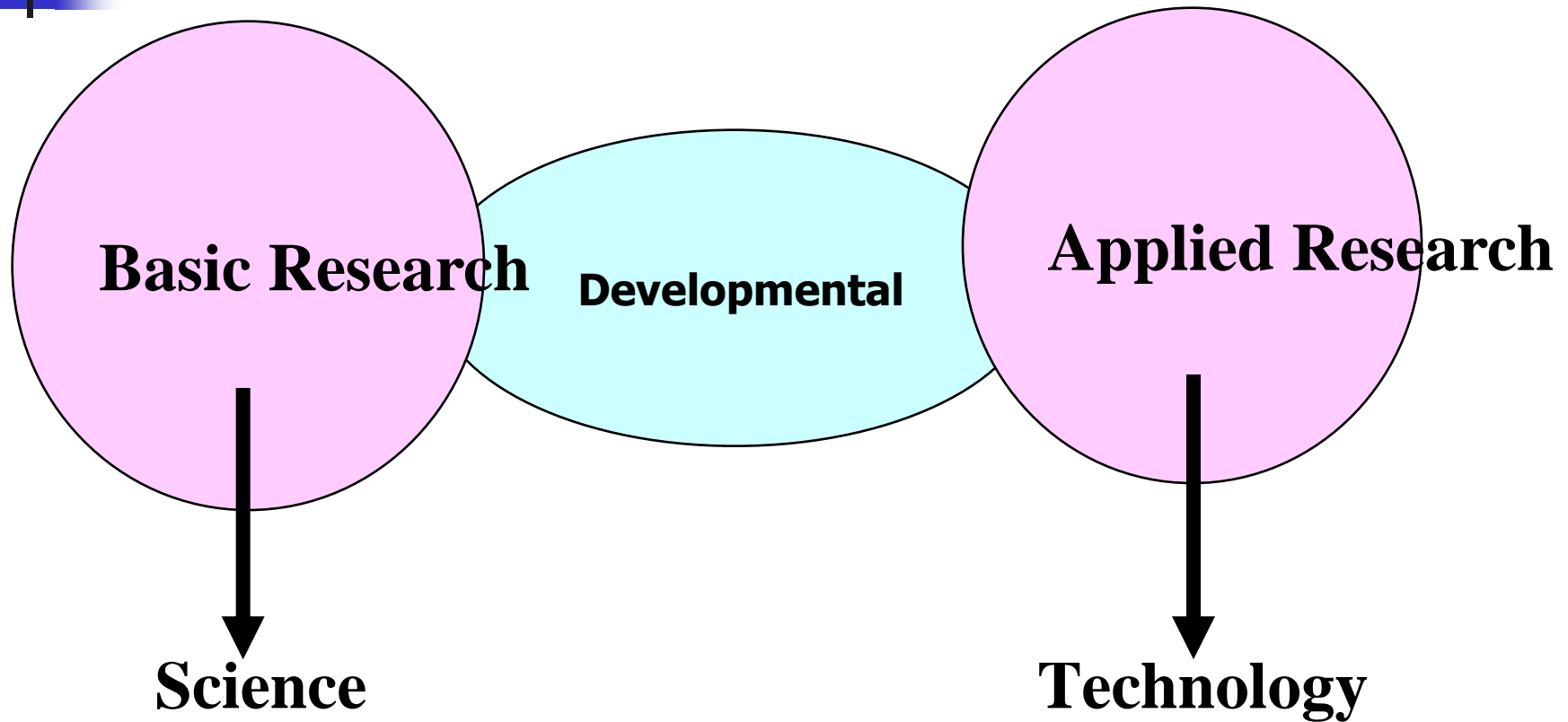
[www.cesjournals.com](http://www.cesjournals.com)





# Basic Research Vs Applied Research

---



# Technology Management (MOT)

## 技术管理

---

- US experienced an increasing global competition leading to loss of market share in industry sectors in 1970s and 1980s;
- A concern to government, industry and educational interests;
- Many organisations (National Research Council NRC, National Science Foundation NSF, American Association of Engineering Societies, Accreditation Board for Engineering and Technology, American Assembly of Collegiate Schools of Business, Oak Ridge Associated Universities, etc.), searched for solutions of these problems;
- A series of workshops organised and experts discussed the changing paradigms in business and technology;
- The resulting consensus was to make improvement in the Management of Technology (MOT)

# Science and Technology in the 21<sup>st</sup> Century

- G2 (Sino-American Strategic Dialogue)
  - Or G8? China goes international
  - 9% economic growth in the last three decades
  - Economic growth enjoys the fruits of development of science and technology
  - MoT - a strategic instrument in achieving economic target and creating wealth and prosperity
  - Zhejiang University: an innovative enterprising University
  - UIBE: a dynamic and innovative university – pro-AMBA, AACSB – a natural home for MOTSC

# 技术管理的定义

美国科技协会把技术管理定义为潜在的竞争优势，它试图在科学技术，工程和商务管理之间驾起一坐桥梁，缩短理论知识和现实之间的差距。

- MoT covers defining technology, technology transfer, technology trade, technology innovation, technology strategy, technology foresight, technology outsourcing, technological change, technological capacity building
- The confusion of the issue in teaching and research in China



# 技术管理的研究范围

---

- 如何把技术融入企业整体的战略目标
- 如何更快，更加有效的接受和发展技术
- 如何更快，更加有效地评估技术
- 如何更好地进行技术转让
- **How to best carry out technology innovation and technology foresight**
- 如何缩短新产品研发周期
- 如何管理大型复杂，跨行业或跨组织的项目或系统
- 如何管理技术的内部使用
- 如何更好的使用技术专家



# 技术管理的重要性

---

现代企业中创造核心竞争优势的三大战略要素：

- 战略领导艺术
- 给予员工的激励和最大范围的授权
- 适宜，有效的技术管理

前两项常得到广泛或过分重视。因此从战略上讲，能使企业立于竞争优势地位的最后一环取决于适当的技术管理。



# 技术战略

---

技术战略涉及：

- 公司所做的技术选择
- 将技术融入新产品和生产过程的标准
- 对技术资源的使用所进行的企业实践和管理过程
- 通过不断改进产品工序来维持现有业务中的技术能力
- 通过对产品和生产流程的革新来扩展现有市场的规模或开展新业务
- 保护外部资源(战略资源)



# 中国技术管理:回顾与展望

---

- 中国曾拥有辉煌的历史:四大文明
- 中国对于技术应有的两大特点:农业技术和军事技术
- 新中国成立前中国对于技术的印象: 技术系破坏, 非发展
- 新中国成立后的技术管理:军事背景
- 前苏联模式和苏联背景的 **impact**
- 经济改革期间的技术管理: 海归现象



# 中国管理模式与二十一世纪

---

- 上海磁悬浮列车
- 联想收购IBM
- 南京汽车收购英国罗浮
- 海尔的雄心
- (在中国)跨国企业的顶尖位置
- 中国管理模式影响国际商务运行的方式
- 21 century is the century of those who have a command of Chinese philosophy and Western management knowledge



---

# **MOTSC Value Chain**



# MOTSC Vision

Within the strategic academic context of UIBE, think globally and act locally. With combination of the state of art research experience and knowledge, it is to create a world class of Centre for excellence in the research of management of technology, strategic management, technology strategy, technology transfer and knowledge transfer. The Centre offers a dedicated, and expert services, and addresses the requirements of the clients and provides training and consultancy services for the local, the national and the international business concerned with China; to promote technology transfer and knowledge transfer between developed and developing countries.

- MOTSC vision is to inspire excellence for management of technology and promote the appropriate diffusion of management of technology principles throughout China and globally.



# Aims and Objectives

---

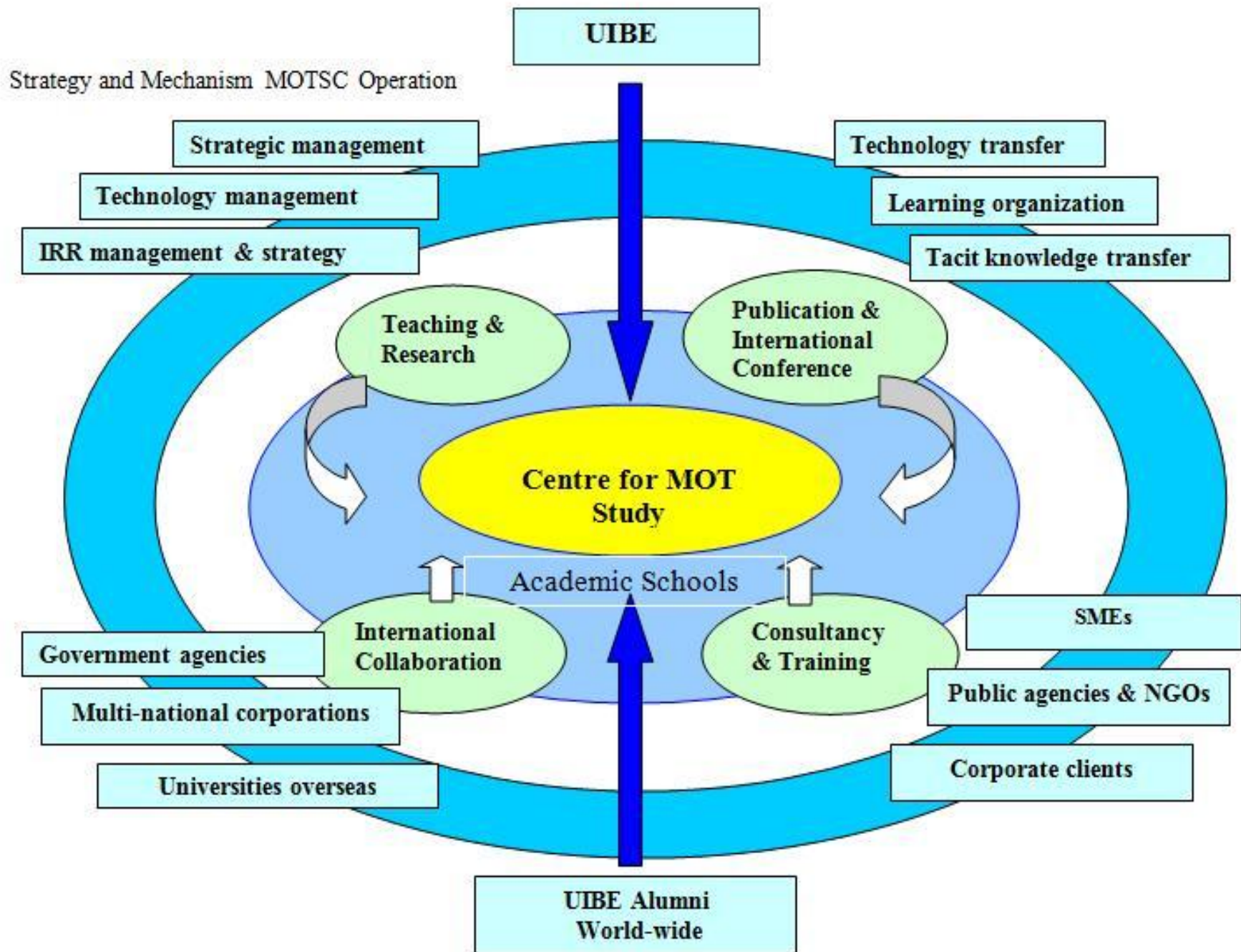
- To provide a platform for researchers and professionals to debate on how competitive advantages can be achieved through the application of successful technology management
- To provoke the current and strategic thinking of how core competences can be achieved through technology management
- To provide a platform for Chinese researchers, academics and practitioners to have close interaction with counterparts in the West
- To provide a platform for researchers, academics and practitioners in West to have close interaction with their Chinese counterparts
- To advance MOT research.
- To promote MOT education.



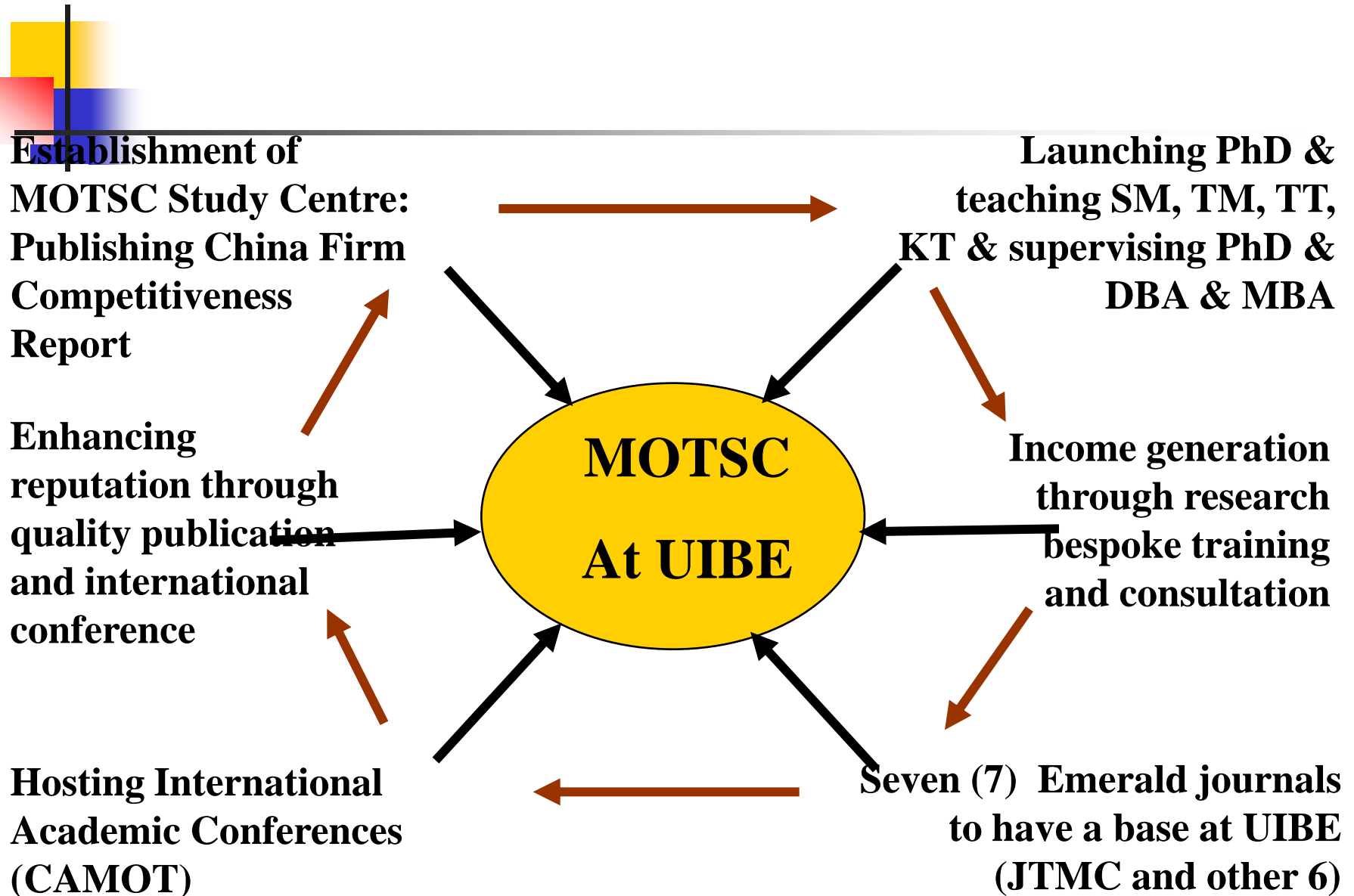
# MOTSC International Resources

---

Proposed Collaboration partners:



# MOTSC Value Chain





---

# Questions and Answers

**THANKS**