

2018 Strategic Technology & Innovation Management Programme

Strategic Decision Making and selection criteria for Technology Development Processes

Contact: Leonidas Aristodemou
la324@cam.ac.uk , +44 (0)7936 280 663

Industrial/ managerial need addressed

Strategic decision making processes are complicated and there are many factors affecting decision making processes. Although various sets of selection criteria have been adopted in companies to evaluate technological development, research has not sufficiently reported evidence on the specific criteria for making technology development or the actual benefits of using such criteria with regard to selecting the most attractive technological concepts and seizing the right strategic opportunities with them. In this research project, we seek to identify and understand which selection decision making criteria are used to evaluate technology projects

Expected deliverables

- Technology project selection criteria guide, to incorporate in their innovation technology development processes, which includes:
- Literature review on technology development process models (to be published as a CTM working paper)
- Literature review on technology project selection criteria (to be published as a CTM working paper)

Engagement opportunities

- Engage in survey and act as pivot point to further distribute the survey, to identify the most suitable selection criteria for technology projects.
- Engage in semi structured interviews to understand the rational for every selection criteria identified and used.
- Engage in workshops, with constructive discussions to identify the selection criteria, motives of using them and industry trends (i.e. different criteria might be more suited for different industries).