

Strategic Technology and Innovation Management Programme 2018

Development of a maturity model for technology intelligence

Heeyong Noh
hn298@cam.ac.uk

Letizia Mortara
lm367@cam.ac.uk

Sungjoo Lee
sungjoo@ajou.ac.kr

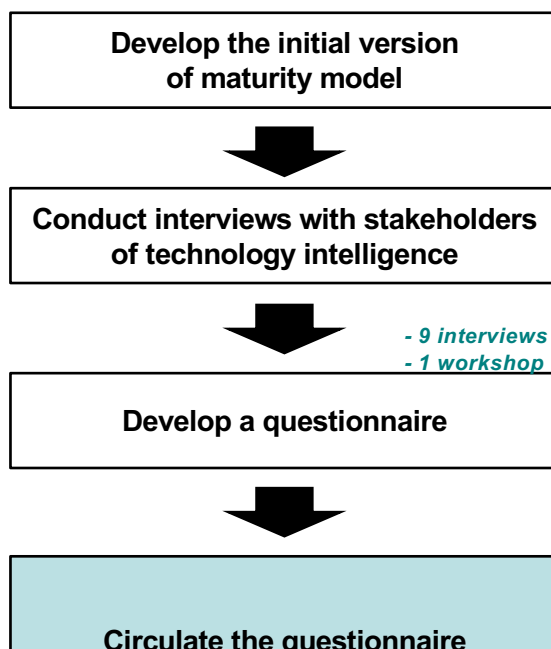
As technological environments related to companies' business are dissimilar each other, the maturity of technology intelligence should be identified under the environmental turbulence.

Aims

- The purpose of this project is to develop a model that can measure the maturity of technology intelligence activities of a firm.

✓ **Maturity** in this project means the adequacy of the internal controls with respect to company business objectives and environments.

Progress



Results

Lessons from interview/workshop

- Firms efforts for technology intelligence activities naturally depend on their value chain positions, technological scope, and business offerings.
- Technology intelligence process is not linearly evolved.

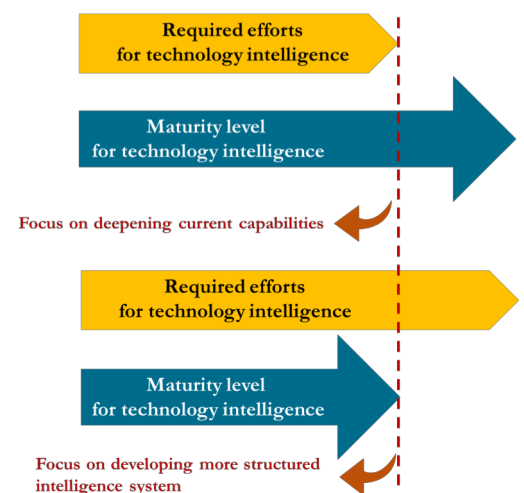
Needs vs. Efforts

- As the sensing organ of a company, required efforts and needs of technology intelligence should fit into surroundings of the company



- Night time - stalactite cave
- Important sensing organ: ear
- Capturing dynamic surroundings
- Day time – wide open sky
- Sensing organ: eye
- Seeing accurately and clearly

- Therefore, the excellency of technology intelligence activities should be measured within the context of organizational needs.



Deliverables

- Self-assessment questionnaire
- Booklet