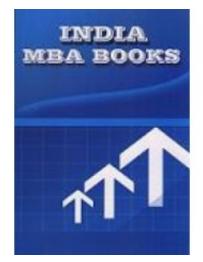
TECHNOLOGY MANAGEMENT



Brand: Mehta Solutions Product Code: MMH844 Weight: 0.00kg

Price: Rs500

Short Description

Gitam university TECHNOLOGY MANAGEMENT SOLVED PAPERS AND GUESS

Description

Gitam university TECHNOLOGY MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: Gitam university mba TECHNOLOGY MANAGEMENT SOLVED PAPERS AND GUESS

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2019-20

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **Gitam university** book solutions now mehta solutions brings top solutions for **Gitam university mba TECHNOLOGY MANAGEMENT SOLVED PAPERS AND GUESS book** contains previous year solved papers plus faculty important questions and answers specially for **PTU University** .questions and answers are specially design specially for **Gitam university students**.

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem.

TECHNOLOGY MANAGEMENT

UNIT-I: Technology Management (TM): Concept, components, features, drivers, significance, challenges and scope of TM.

UNIT-II: Technology Planning and Policy: Technology planning, appropriate technology, tools for technology analysis.

UNIT-III: Technology Acquisition and Innovation: Methods of acquisition, trends of acquisition, decisions of acquisition; types and sources of innovation, process of innovation.

UNIT-IV: Technology Transfer: Classification, significance, types and process;technology transfer model, modes of technology transfer.

UNIT-V: Technology Diffusion and Absorption: Importance, integrated diffusion strategy, technology absorption and integrated absorption knowledge model

UNIT-V: Advances in Behavioral Economics: Neuroeconomics –Cognitive Processes, Cognitive Mistakes; Risk-as-Feelings Hypothesis – Experimental Economics - Nudging as a tool to influence freedom of choice – Policy and Behavior

Details

1. Books by courier

- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product : largest selling

Product Gallery

