

The challenges of integrating emerging technologies within organizations

[Business](#), [Organization](#)



Google's virtual assistant can now make phone calls on your behalf to schedule appointments, make reservations in restaurants and get holiday hours at 8th of May 2018. By Google's CEO Sundar Pichai. An organization is an entity comprising multiple people, such as an institution or an association that has a collective goal and is linked to an external environment. The word is derived from Greek word organon, which means "organ". Emerging technologies are those technical innovations which represent progressive developments within a field for competitive advantage. The reason why this title is being chose is because we wanted to study about how to overcome the challenges of emerging technologies. This can help to support emerging local companies seeking to develop and export diverse technology based products, service and intellectual property. In addition, the study is to investigate how can the local organization to cope with the technology advanced country in order to achieve globalization. Furthermore, we study the challenges of integrating emerging technologies within organizations is to help the local organization to be competitive. Local organization who operate with advance technology will have higher chance to gain a larger market segments.

Problem statement

The reason why this title is being chose is because we wanted to study about how to overcome the challenges of emerging technologies. Besides, the study is to investigate how can the local organization to cope with the technology advanced country in order to achieve globalization. Furthermore, we can help the local organization to be competitive.

Nowadays, in order to remain competitive in global economy, businesses need to adapt to an ever changing environment to meet their customer's needs. Organization must become adapt in bringing in new technology and managing the challenges that go along with implementing the change.

However, the problems arise when organization attempt to bring in a new technology. There have many challenges of integrating emerging technologies within organization. The one of the challenges of integrating emerging technologies is training. Therefore, we will assist in describing the challenges of managing technological change.

Research methodology

Qualitative research is a qualitative data collects information which focus to explain a topic rather than measure it. It is a primarily exploratory research. It is focus on explore the underlying reasons, suggestions, inspirations and opinions. It also focus on more deep into gain information about people's motivations, thinking and attitudes. Qualitative data is less structured.

Quantitative research is used to collect hard data, which is able to be transformed into usable statistics. It is structured and statistical. It is used to define variables, such as opinions, behaviors and attitudes. The data collection method includes face to face interviews, telephone interviews, paper or online surveys.

From this two researches, we choose qualitative research. The reason we choose qualitative research is because it is originated from psychology,

sociology, anthropology and so on. Their result will be more professional and efficiency.

Scope of the study

The scope of the study is for working adults. Working adults can complete their job by using technologies. Job can be managed more efficiently by working adults who able to meet the challenges of integrating emerging technologies.

The location of the study is in Penang. Penang is a Malaysian state located on the northwest coast of Peninsular Malaysia, by the Malacca Strait. Penang began in 1786, upon the establishment of George Town by Francis Light. Penang is one of Malaysia's most vital economic powerhouses. Penang has the highest Gross Domestic Product per capita among all Malaysian states and is considered a high-income economy. Penang is highly diverse in ethnicity, culture, language and religion.

Total population of working adults in Penang estimate for 2018 is 1.77 million. 100 respondents will be chosen from 1.77 million working adults.

Literature review

Workload balancing

Scheduling algorithm is at the centre of implementing workload balancing. The traffic scheduling algorithms present in use have time latency, for they schedule and distribute traffic to balance workload by following the results of current network state and the analysis of captured parameters.

According to Kong (2007) and Luo (2008), scheduling algorithms used in today's network mainly include round-robin scheduling, weighted round-robin scheduling, least-connection scheduling, weighted least-connection scheduling, destination address HASH scheduling and source address HASH scheduling. These algorithms can also be divided into static traffic scheduling and dynamic traffic scheduling, with the expansion of network and users. Static traffic scheduling is no longer able to meet the requirements of load balancing, so a dynamic and adaptive traffic scheduling algorithm shall be developed to more closely meet the requirements from today's network applications.

The above scheduling algorithms play a certain role in solving server workload balancing. However, with the growing size of the network and increase in the access requests, deficiencies exist in the scheduling performance of these scheduling algorithms.

Multichannel management refers to 'the set of activities involved in selling merchandise or services to consumers through more than one channel'. According to Neslin et al. (2006), this set of activities encompasses 'the design, deployment, coordination, and evaluation of channels to enhance customer value through effective customer acquisition, retention, and development'. Multichannel management primarily indicates that a company offers multiple channels. For example, a retailer with a website and a physical store may offer the possibility of ordering a product online although the product ordered online is not returnable to the store. This approach suggests that the channels are not interconnected. In fact, the channels are

treated separately and generally managed by different teams, each with its own agendas and goals. This configuration also indicates that the teams are incentivized differently. Furthermore, there is no channel integration and therefore no exchange of data across channels. The focus of multichannel management is on each channel. Cassab (2009) suggests that the deployment of technology in modern service channels implies that consumer contact with firms is likely to be wider than the online purchase.

Although the scientific articles are still very attached to consumers' interactions (e. g. front-office interfaces), scholars do not exclude the possibility to investigate other directions, since there are areas poorly studied in the multichannel literature. For instance, Coelho and Easingwood (2008: 32) state that " it is needed more studies on channel structures" and " the design of multichannel strategies has been virtually unexplored". Cassab and MacLachlan (2009: 25) go further, stating that " research should be focused on organizational processes and systems, besides consumer perspectives", an argument also corroborated by Metters and Walton (2007): " focus on back-office processes, rather than the typical service typologies that focus on the front office are needed". Such perceptions pave ways for new studies in multichannel services.