

Example of research paper on evolution of cell phone technology: authors name

[Business](#), [Industries](#)



Introduction:

The evolution of the cell-phone industry has immensely transformed the communication and information technology, in critical aspects such as innovation in product design and functional features, which propels future research into high performing models. This paper will examine how this evolution has greatly influenced society, how society has influenced technology as well as how the absence of technology and or its evolution might affect society.

How technology has influenced society:

The evolution of the cell phones' industry has overtaken the dynamics of any other industry, from 1983, and has become outstanding within the technological domains. The evolution has been manifested in both design and function. The industry has exemplified great innovation from its numerous applications and thousands of cell-phones models (Easton, 2012). Essentially, the phone is increasingly becoming an essential gadget in the lives of people, across the globe. Individuals appreciate the capacity to connect with the world, in a faster and an appropriate media. Companies, businesses, and service industries utilize social media platforms, such as Myspace, Twitter, Facebook, YouTube, and other sales and marketing hurdles to advertise their products. The cell phone has then generated a competitive edge in the form of internet-enabled devices and to the extension of the smartphones and the tablets (Kling, 2010).

The following report describes the cell-phone industry analysis, which portrays the industry trends in manufacturers, marketing, performance, and

services. The analysis shall take into focus competition and business rivalry, as the principal drivers of competition, strategic mapping, and definition of the company strengths, which have subsequently stimulated the drastic development.

Market evolution and growth:

The evolution of cell phone technology has influence society as it has led to an increase in market evolution and growth. As Ekwe and Islam (2012) backs, the cell-phone industry has manifested the fastest growth in the computing and internet domains, with the wide range of products in the market, which has increasingly expanded across the globe within the past two decades. Since 1994, the cellphone has expanded from 24 million to about 182 million in the wireless phones and devices, especially in the United States alone. With the progressive innovation in functions, designs, and services, companies' have continued to advance and multiply the aesthetic features.

Resultantly, research in new models with unique features has become a prime factor, which has sequentially generated the prevalent competition. The contemporary + has been exposed to advanced and innovative technology, and everyone wants to keep pace with the continuous technology. Hence, parents have continued to purchase mobile devices for their teenagers, purposely for communication on emergencies. The wireless carriers have then made it convenient for users consistently to adopt communication plans and platforms, such as the social media and the messages services (Naha & Whale, 2012). As a result, this has increased the

number of buyers and successively escalated sales across the globe.

The following account highlights the evolution of the cell-phone products and services, portrayed in the innovation and ingenuity manifested in the power and charging systems. The innovation accomplished the edge of a highly advanced performance of a wireless extension, in the form of a wireless charger (Nokia Black book, 2014).

Business rivalry:

The evolution of cell phone technology has influent society as it has led to an increase in business rivalry. It is evident that the cell-phone industry has increasingly become larger, especially within the past three years. Primarily, this has been contributed by the highly diverse cell-phone models, affordable prices, and from lower service products' costs. Manufacturing plants and intermediaries strive to create, customize, and readapt products that befits the varied tastes and preferences among the global clientele (Tichy, 2014). As Podolefsky and Brown (2012) espouses, the high aesthetic value and performance capabilities persistently appeal customers to buying these products and services. Since the markets produce homogenized products, nearly the same types, but with differing physical attributes, which provides a diversity from which to choose. Consequently, this assortment intensifies competition among companies.

The main aspects of competition and business rivalry encompass price and functional characteristics, bundle functions contained in one cell phone. This design, therefore, motivates the creation of products with superior products and services. The most vital services, which have continued to appeal

customers, include E-mails, text messaging, and internet. As a result, this has improved the landline cell phone and wireless services. In addition, the new phone models come with improvements in cameras, with higher pixel features.

In the business rivalry and competition, companies introduce their unique products in various forms, distinctive products and designs, which stimulate different tastes and preferences. Beforehand, an investor must accomplish due authorization and legal accreditation before an invention, or any product design is released into the market. In the course of a design, it is a legal obligation that the rightful owner must define the product and distinct it from other related products available. Therefore, the proprietor defines the property rights, a trademark, product design and the product accordingly acquires due recognition within the trade domains (Rheingold, 2003).

How society has influenced the technology's development:

Society has greatly influenced the technology's development because people have greatly accepted it. In the contemporary society, the use of phones and other computing devices such as tablets have become a vital in our daily lives. The demand is based on the essence of creating efficient communication plans and access to digital services in learning and dissemination of information. In the past few years, customers have increasingly acquired the devices in large scale. For instance, in the United States alone, there are approximately 162 million mobile users and this number is projected to rise across temporal and spatial contexts (Tichy, 2014). This has led to manufacturers having to develop new devices in order

to meet consumer needs.

In addition, the cell-phone technology has proved to be a significant utility in marketing and product advertisement, which has consequently translated the world into a global village. There is projected rise in the embrace and utilization of the wide-range applications and programs, for example, the Arc-Technology in architecture, Adobe Products relating to art and design amid other essential data management programs and applications.

Despite the rapid technological evolution, customers have persistently raised concerns over product quality. Scott (2008) argues that the setback is ascribed to the dominant business rivalry and competition that has over time ‘polluted’ the cell-phone industry, through introductions of counterfeit devices, which come with inferior physical and in-built features.

Progressively, customers are losing trust with many of the emerging companies, to whom the compromise in product integrity is imputed.

Resultantly, many customers are more inclined to purchase their products as well as subscribe to services from the formerly established companies.

In consonance with Naha and Whale (2012), customers have continued to air their protests over the ever-rising service rates and call costs. Many companies will not bring down the prices, which would cut on their annual proceeds and therefore reduce their shares. However, they overtly suggest that customers appreciate their quality services, which is a partial truth.

Clients regularly complain over dropped calls and second-rate customer services.

How cell phone technology and its evolution might influence society:

In the aforementioned account, Nokia had transformed its wireless technology with a year; two models of the same function acquired patents and accreditation. It is clear that technology and innovation are gradually advancing every year. All manufacturers that work on improving the evolutionary designs in both function and design thrive in the intense business rivalry and competition (World Bank, 2012). Therefore, increase evolution will only lead to increased business competition among competing firms.

It is projected that with continued evolution, the launch of the Unlicensed Mobile Access (UMA) will be essential to individuals with high-speed Wi-Fi routers to overcome the weak network and signal reception in their residential places and workplaces. The Near Field Communication (NFC) is also gaining traction among the mobile companies, and many users are finding the technology appropriate to remote data transfer.

The new technology is expected to be installed in the form of digital pictures and electronic payment information. Thus, the technology is predicted to be the new level of cell-phone technology in the twenty- first Century and beyond. The development has been tested in Japan and Korea as debit cards and electronic IDs. Users can now recharge their devices with virtual cash, by waving their cellphones close the NFC-enabled machine to purchase anything from snacks, beverages and meals (Çelik, 2010). The invention is also considered important in proactive measures in security and surveillance technology, where the innovation has been proved pertinent in

crosschecking human identity, particularly in the wake of global terrorism. In conclusion, the initiation, rapid progression, research and product development in the cell-phone industry have been the prime drivers in the evolution of the industry. With progressive inventiveness and innovation in designs and functions, the cell-phone technology has become a vital component in the human lives (Ferdaus et al., 2012). This edge prevails in communication, enhanced products, and services, and in personal routines management both in the present and future.

References:

- Çelik, B. (2010). Technology and national identity in Turkey: Mobile communications and the evolution of a post-Ottoman nation. London: Tauris Academic Studies.
- Easton, T. A. (2012). Taking sides. New York, N. Y: McGraw Hill.
- Ekekwe, N., Islam, N., & IGI Global. (2012). Disruptive technologies, innovation and global redesign: Emerging implications. Hershey, Pa: IGI Global.
- Ferdaus, K., Md, H., Mohammad, A., Sheikh, A., Md, U., Richard, L., David, R., Proceedings of the 2nd ACM international workshop / Pervasive Wireless Healthcare (MobileHealth '12). (2012). e-ESAS. ACM, 2 Penn Plaza, Suite 701, New York, NY 10121-0701, USA.
- Kling, A. A. (2010). Cell phones. Farmington Hills, MI: Lucent Books.
- Naha, A., & Whale, P. (2012). Essentials of mobile handset design. Cambridge, UK: Cambridge University Press.
- Podolefsky, A., & Brown, P. J. (2012). Applying anthropology: An introductory

reader. New York: McGraw-Hill.

Rheingold, H. (2003). *Smart mobs: The next social revolution*. Cambridge, MA: Perseus Pub.

Scott, Allen. (2008). *RF Measurements for Cellular Phones and Wireless Data Systems*. Wiley.

World Bank. infoDev (Program), & World Bank. (2012). *Maximizing mobile: 2012 Information and communications for development*. Washington, D. C: World Bank.

Black Book - Nokia- *Handbook for Life after Handsets*. (2014). S. I.: Sanford C. Bernstein & Co., LLC.

Tichy, N. M. (2014). *Succession: Mastering the make or break process of leadership transition*.