Business and Technology Integration

It is no secret that the world would not be what it is today without the undeniable strong use and friendly embrace of technology, technology that is improving rapidly and changing the world as we know it. My future intentions of my college career is to be involved in computers and business in some way. Since I have been young, I have enjoyed working with technology and gadgets, and as I have grown up, our world has advanced greatly, and still has so far to go. Business is an interesting field for me as I have grown up watching my father work as a businessman and what it takes. Involving social skills, reasoning, technology, and a determination to survive, business has always had my attention. I have learned that business can be incredibly competitive, as you must appeal to your customers in price and quality, as well as the importance for striving for more effective and less expensive ways to do the things that your competitor does- giving you more and more business with customers. As technology progresses at the incredible rate that it does today, businesses need to be open to the changes and advancement of the world, as well as embrace it. Technology is an incredibly important tool, one that is powerful and growing stronger each day. As businesses grow and compete with competitors, the companies that have embraced new, powerful technology often have the upper hand. According to Attewell, the companies that are young have it easier to fuse together technology and business practices. What Attewell says makes certain sense, that older businesses have a harder way of “catching up” to young business technology in the sense that younger businesses can start off embracing technology, whereas older businesses must change the way that they operate in order to successfully integrate technology within their business. Even though it may be difficult to do so, it is important that big companies take the time and risks to change their current workplace habits in order to embrace the changes of the world. It may give a smaller business the upper hand in the moment for a large business to take time and effort to integrate technology and deal with the bugs that arise, but someday the small
business might be large just like you, and be in the same boat. It is important to stay up to date with important technological advances in order to help your business survive and compete to its best ability.
Works Cited