

"A man is
great by
deeds, not by
birth"

-Chanakya

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Influence of Technological & Other Environmental Factors on Organizational Strategy

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Influence of Technological & Other Environmental Factors on Organizational Strategy

Abstract: Every organization is set up to achieve some purpose or goal(s) which is decided by the founders of the organization and molded by the top management team. Organizational Strategy is the mode of activities designed (normally) by the top management team to meet this targeted goals. The organizational strategy is designed and developed by assessing the internal and external factors to the organization. Primarily, internal factors comprise the strengths and weaknesses of the company and external factors takes account of the opportunities and threats from the external environment. This paper tries to focus on the influence of external (environmental) factors upon organizational strategy. Later, the paper narrows down on the effect of technological environment and the organizational strategy developed related to the changes in the technological environment.

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