

# A Study on the Impact of Technological Advancements Towards Product Development in Intellipaath

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## Abstract

Telecommuting involves doing regular work from home. This arrangement may be temporary or permanent, part time or full time or a set of portions of work week. Telecommunications usually relies on communication technology like a telephone, fax machine etc. Striving an equitable balance of time among family, career and our own well-being has become increasingly complex. Unfortunately, the average daily commute is lengthening as both urban congestion and suburban sprawl continue to grow, further jeopardizing our valuable time. Telecommuting provides relief from these issues. On the other hand, social media provides an important benefit for the telecommuter. At the office, gathering at communal areas fosters workplace relationships, encourages informal brainstorming, and helps clear and refresh the mind. While working at home in a more solitary manner, social media tools like Facebook, Twitter, LinkedIn and especially internal communities connect and empower telecommuters to trade information and questions with company and industry colleagues—regardless of their location. are forcing an unprecedented rationalization of resources. Improved productivity has thus become a concern of all organizations, both public and private.

**Keywords:** product development , consumer relationship , CRM portal

## INTRODUCTION ABOUT THE STUDY:

Telecommuting involves doing regular work from home. This arrangement may be temporary or permanent, part time or full time or a set of portions of work week. Telecommunications usually relies on communication technology like a telephone, fax machine etc. Striving an equitable balance of time among family, career and our own well-being has become increasingly complex. Unfortunately, the average daily commute is lengthening as both urban congestion and suburban sprawl continue to grow, further jeopardizing our valuable time. Telecommuting provides relief from these issues. On the other hand, social media provides an important benefit for the telecommuter. At the office, gathering at communal areas fosters workplace relationships, encourages informal brainstorming, and helps clear and refresh the mind. While working at home in a more solitary manner, social media tools like Facebook, Twitter, LinkedIn and especially internal communities connect and empower telecommuters to trade information and questions with company and industry colleagues—regardless of their location. are forcing an unprecedented rationalization of resources. Improved productivity has thus become a concern of all organizations, both public and private. At the same time, technology is developing with blinding speed

and is becoming the principal instrument for meeting this concern.<sup>1</sup> This explains why many municipalities are investing large amounts of money in implementing information systems. However, the advantages offered by technologies, especially in terms of enhancing productivity, depend upon how these technologies are integrated into an organization.

### WHAT IS NEW PRODUCT DEVELOPMENT?

New Product Development (NPD) is the total process that takes a service or a product from conception to market. New or rebranded products and services are meant to fill a consumer demand or an opportunity in the marketplace. The steps in product development include drafting the concept, creating the design, developing the product or service, and defining the marketing.

A new product opens a whole new market: It can completely replace a current product, take over an existing product, or simply broaden the market for something that already exists. Sometimes existing products are introduced to new markets, repackaged, or marketed differently. New products can improve the use of a company's resources, launch a company into a new market or segment of the market, improve the relationship a company has with its distributors, or increase or defend a company's market share.

New products generally defer from a product line extension, which are products that are slightly different to the company's existing array of offerings. Examples of new goods include mass-market microwaves and Keurig one-cup gourmet coffee machines. In the case of microwaves, a whole new market was born when they were mass-produced and offered at reasonable household prices. In the case of the Keurig machine, the gourmet coffee experience previously only found in a coffee shop was brought into the home.

### OBJECTIVES OF THE STUDY

- To know impact of technological advancements towards product development in Intellipaat
- To Know the various product development strategies adopted by Intellipaat
- What is the level of product development strategies in Intellipaat
- To study organization plan to adapt to future technological advancements
- To study the importance of technological advancements are towards product development

### SCOPE OF THE STUDY

- The study will be carried out in Coimbatore district in automation industry
- The study to study the positive impact of product development technology for Work- Life employees
- To identify the factors that helps will increase the product development at Intellipaat

### REVIEW OF LITERATURE

**Prahalad & Ramaswamy**, 2004). New product developers need to inject more customer know-how into their product innovation processes and an increasing number of firms invite their customers to be intimately involved in new product decisions

**(Bowden, 2009)** The more engaged individuals are to approach or repel a target, the more value is added or subtracted from it. However, the driving force between the recent interests in the concept of engagement is that it has been linked to many positive

**Cooper (2008)** has presented a variation, entitled the 'spiral' development, which incorporates the continual inflow of information, particularly from customers This allows for fluid information to come

into the organisation, and continual changes to the product and its design to be made throughout this objective spiral process

**Kensington Technology Group Survey (August 1999)**, Technology is a double- edged sword that enhances workplace productivity at the cost of increasing stress on workers across-category leader in the design and manufacture of computer accessories. The survey which queried 501 adult U.S. full-time, traditional and home-office workers, uncovers new statistics on technology's relationship to stress, steps employers are taking to reduce stress, and how stress affects personal lives. The survey found that 55 percent of workers feel more productive at work compared to last year. Nearly half of the workers surveyed, however, say technology increases stress, and 51 percent of them report that the possibility of losing documents due to computer crashes causes them "a lot" or "some" stress.

**Alfred P. Sloan Foundation (March 2004)**, many employee surveys and employer evaluations, most workers choose to telework in order to strike a balance between the competing pressures of work and family life. Working from home allows many employees to take care of their children and elderly relatives, or to tend to other family- related issues.

**P.M Valcour and L.W Hunter (2005)**, access to and usage of IT helps to promote and enable empowerment and autonomy which then increases well-being. The impact of access to technology has a bigger effect on a sense of freedom than on general satisfaction. Being able to control what you do and how you do it does make for a better work/life balance.

**GunaSeelanRethi (November 2008)**, the IT work environment is widely assumed to be a high-commitment workplace that forces the IT professionals to sacrifice their personal leisure hours to meet their work demand. With IT revolution and intensified virtual communications, workload and working hours among the workforce have increased. The extended function of IT as a communication tool necessitates employees to distinguish between significant and insignificant information.

**Kelly Services Inc. (June 2009)**, many employees now have the capacity to work from home or away from the office, at any hour of the day, and this is proving positive for productivity and work- life balance. Even though some are working longer hours, this is largely offset by the greater freedom and flexibility of the virtual workplace. The research basically concludes that there has been a blurring of line between work and personal life as employees are encouraged to integrate information technology into their lives at many levels

**T. S. Satyanarayana Rao and Vishal Indla (Oct- Dec 2010)**, Parallel to the changes in the workforce, work itself has undergone major changes over the last decades. Technology has created a sense that life is moving faster and that more and more activities are squeezed into shorter amounts of time. New technologies have made it possible to perform job tasks from everywhere at any time and have increased the number of interruptions during work as well as expectations of speedy replies, fragmenting time and indirectly, affecting productivity and also diminishing personal space and time.

**Conway and Steward, 2008** The criticisms of these models led to the development of the next 'phase': activity stage models These represented the process as consisting of a number of individual activities or stages, including idea generation, idea screening, and concept testing. Whilst these have also been criticised for representing an 'over the wall' approach, they are recognised as an improvement.

## RESEARCH METHODOLOGY

Research methodology is a way of systematically solve the Research Problem. It may be understood as a science of studying how research is done scientifically. The research needs to know the criteria by which

they can divide that certain techniques and procedure will be applicable to certain problems and others will not. Hence it is required to design the methodology research problem.

**STATISTICAL TOOLS**

According to the project there will be one statistical tools are used. I have are used regression.

**REGRESSION**

Regression is a statistical method used in finance, investing, and other disciplines that attempts to determine the strength and character of the relationship between one dependent variable (usually denoted by Y) and a series of other variables (known as independent variables).

Calculation method :

Linear regression models often use a least-squares approach to determine the line of best fit. The least-squares technique is determined by minimizing the sum of squares created by a mathematical function. A square is, in turn, determined by squaring the distance between a data point and the regression line or mean value of the data set.

Table no:1

	Standardized Coefficients	t	Sig.				
(Constant)	B	Std. Error	Beta		Lower Bound	Upper Bound	
Think technological advancements will ultimately have a positive or negative impact	1.39	.13	.00	11.06	.000	1.14	1.64
Technology impacted the speed of product development	-.02	.06	-.03	-.31	.759	-.13	.10
Areas do you think technological advancements are most needed	.06	.07	.10	.85	.399	-.08	.20
Feel about the rate of technological advancement	.04	.06	.08	.70	.487	-.07	.15

Think technological advancements will ultimately have a positive or negative impact The coefficient of -0.02 indicates that a one-unit increase in this variable is associated with a 0.02-unit decrease in Technology impacted the speed of product development This means that, as respondents become more aware of they Feel about the rate of technological advancement tend to report a lower level of Technology impacted the speed of product development.

Table no:2

	Standardized Coefficients	t	Sig.				
	B	Std. Error	Beta		Lower Bound	Upper Bound	
(Constant)	3.54	.26	.00	13.60	.000	3.02	4.05
Technology impacted your personal life	-.25	.13	-.23	-1.92	.057	-.51	.01
Technologies do you use on a regular basis	-.03	.14	-.03	-.21	.833	-.31	.25
Often do you use technology on a daily basis	-.06	.12	-.06	-.51	.611	-.29	.17
Benefited the most from technological advancement	.05	.14	.05	.39	.695	-.21	.32

**Inference:**

- Goals accomplished: Respondents with higher annual incomes are more likely to report a higher level of Technology impacted your personal life if they feel that they are accomplishing their goals.
- Improved individual performance: Respondents with higher annual incomes are more likely to report a higher level of if they feel that Technologies do you use on a regular basis they are improving their individual performance.
- Enhanced employee confidence and satisfaction: Respondents with higher annual incomes are more likely to report a higher level of Organizational goal achievement through individual goal Often do you use technology on a daily basis
- Respondents with higher annual incomes are more likely to report a higher level of Benefited the most from technological advancement

It is important to note that these are just correlations, and they do not necessarily mean that one factor causes the other. It is possible that other factors, such as personality or individual

**FINDINGS**

- 81% of employees in the organization are in the age group of Below 25 years
- 41% of respondents are male and 24% of respondents are female having in the organization.
- 62% of the majority respondents are Under Graduates in the organization.
- 52% have 10000 - 15000, 12% have 15000 – 20000 and 4% have above 20000 monthly incomes.
- 44.3% of the respondents are unmarried, 55% of the respondents are married
- 40.3% of the respondents are very important, 32% of the respondents are not important at all
- 43% of the respondents are Significant positive show technological technological advancements had on product
- 31% of the respondents are Testing and validation Design
- 44 % shows how adapt to future technological advancements in product development

- 34 % using Smartphones and 33 % using Desktop computers 25% of the respondents
- 36 % respondents are shows Negatively which creates high impact
- The above tables define observed that 48 % of respondents are Education
- 45 % people have positive shows that advancements of the advancements
- 44 % of respondents are agrees with the It has made it slower respondents are Healthcare

## CONCLUSION

It can be concluded from the above analysis that people who have company mobile phones, laptops and notebooks believe that the facilities provided have helped in maintaining work life balance

However even if people who have company mobile phones, laptops and notebooks believe that it has attributed to physical and mental stress.

It is concluded that majorly married people believe that using work-related technology outsidework helps in maintaining necessary flexibility to have a positive work life balance.

It can be interpreted that people believe in the fact that idea of telecommuting, working from,home and working remotely has transformed travel time into a productive period and has resulted in the good work life balance of the people which in turn means that the organization will be more effective and successful.

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