

When We Miss Disruptive Technologies

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Abstract

From a company's perspective, it would mean potential revenue growth from R&D efforts, increased market share, enhanced corporate awareness, increased profit, and market withdrawal of existing products. In contrast, from a consumer's perspective, it would mean improved functionality, new experience, and an expected investment performance. Although the development of new technology and products is a necessary commitment for companies to compete and survive in the global economy, it may not be viewed positively by consumers.

Demographically, companies need to prepare for a future where an aging society of baby-boom generation consumers is in control. These consumers have abundant experience in using technology, and strong purchasing power. The purpose of this research is to explore a humanistic perspective to technology advancement for the future. Companies need to explore the perspective of the consumer who wants and misses technology that is no longer used because of newer technology, and to review the advantages of these earlier technologies. The research boundary is limited to electronic products and the research sample is the baby-boom generation that is expected to have strong purchasing power.

Exploring the main issue would be difficult with a large sample size. In this case, the research method will be focus group interviews (FGI), using the stories of 30 baby-boomers. The factors that cause consumers to miss the unused technology are identified based on the interviews, and are categorized by age and compared by functionality.

During the research, 14 key variables were identified. The research result will contribute to improving the expected investment performance of technology development for companies under excessive competition, by considering the needs of baby-boom consumers. The research result will also enable the sharing of technology, and the implementation of an extended life for technology, at a reasonable expense.

Keywords

Disruptive technology, baby-boomer, electronic products

Biography

Hye-Kyung Pang has been a faculty member of Hallym University since 2006. Before that she was an adjunct professor at Bucheon University, when she worked with a number of major IT companies, including Hewlett-Packard (former DEC, Compaq). She has served as an editor for Digital Magazine, where she developed a diverse set of world-class, industry-leading customer testimonials, as well as a proofreader for inForm Magazine. Dr. Pang holds a Ph.D. from Sogang University (AACSB) in Business Administrations with added postdoctoral experience from Stanford University. In 2012, Dr. Pang received the Best Paper Award from the Journal of Korean Service Management Society. Her research interests are practical, empirical, and focus on the fields of business and management. Her published works include *Cyber Marketing Strategy* (1994), *CRM Strategy* (2005), *Cross-Cultural Service Quality Analysis of Easterners and Westerners* (2005), *Global Service Customer Recognition Difference of Service Scope* (2009), *Industrial-Educational Career Guidance* (2010), *Service Convergence* (2012), *Six-Sigma Adoption Strategy* (2013), *Color Management Performance* (2013), etc. Currently she is an editorial board member of IJSBAR.