



Distinguished LECTURE SERIES

TECHNOLOGY ROADMAPPING

Presented by:

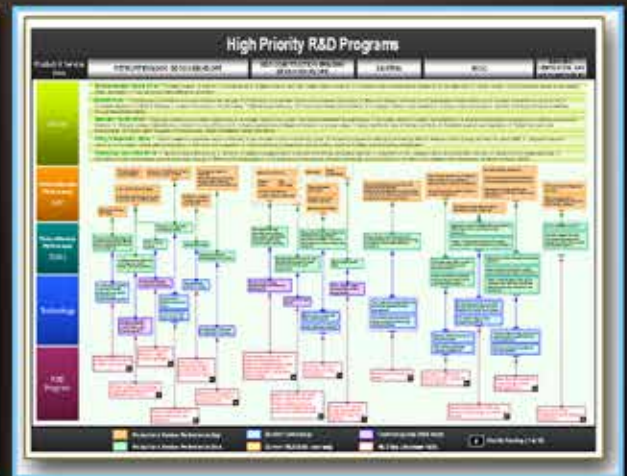
Dr. Tugrul Daim

Professor and Director of Technology Management Doctoral Program,
Portland State University

Editor in Chief, Institute of Electrical and Electronics Engineers (IEEE)
Transactions on Engineering Management



JULY 23
2018
11 a.m.
IN THE JUNKER CENTER



Office of Naval Research
875 N. Randolph St., Arlington, Virginia
Bobby Junker Executive Conference Center, 14th Floor

TECHNOLOGY ROADMAPPING

Technology roadmapping is a comprehensive approach for strategy planning to integrate science/technological considerations into product and business development. It also provides a way to identify new opportunities in achieving a desired objective from the development of new technologies.

The roadmapping approach is flexible, and can support many different strategic aims, including

where there is a need to align different functional strategies or organizational perspectives (for example, markets, products, services, technology and resources). While the dominant term is 'technology' roadmapping (due to the historical roots of the approach), 'strategic', 'innovation', 'business' or 'industry' roadmapping are perhaps more appropriate, given the many potential uses of the method.

ABOUT Dr. TUGRUL U. DAIM

Dr. Daim is the director of the Technology Management Doctoral Program in the Maseeh College of Engineering and Computer Science at Portland State University. He is also the director of the Research Group on Infrastructure and Technology Management. He is a faculty fellow at the Institute for Sustainable Solutions.

The U.S. Department of Energy, National Science Foundation, National Cooperative Highway Research Program, and many other regional, national and international organizations have funded his research. He has published over 200 refereed papers in journals and conference proceedings. He has edited more than 20 special

issues in journals. He has edited more than 20 books and conference proceedings. He was the adviser for 14 PhD graduates who are now in leading positions in government, industry and academia.

Tugrul is the editor-in-chief of IEEE Transactions on Engineering Management. He has served in various editorial roles for several publications, including International Journal of Innovation and Technology Management, Technological Forecasting and Social Change, Technology in Society, Foresight, Journal of Knowledge Economy and International Journal of Innovation and Entrepreneurship.

