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Study on the Obstacles Facing the Implementation of Technology in business

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Abstract:

The main purpose of studying obstacles to applying technology to business is to identify and understand the challenges and barriers that prevent businesses from effectively adopting and utilizing technology in their operations. By studying these obstacles, businesses can develop strategies and solutions to overcome them, leading to successful implementation and integration of technology into their business processes. This can result in improved efficiency, productivity, competitiveness, and overall business performance. Additionally, studying obstacles to applying technology to business can also help in identifying emerging trends and issues in the technology landscape, allowing businesses to stay ahead of the curve and make informed decisions regarding technology adoption.

Keywords: Obstacles, Technology, Business

Introduction:

Background of the study:

In the modern era, technology is an indispensable instrument that supports the growth of numerous industries and disciplines, including business. However, there are numerous barriers and difficulties associated with using technology in business, which prevents organizations from taking full advantage of its advantages. Cost is one of the main obstacles to technology adoption in company. Long-term cost savings and efficiency gains from technology may be possible, but upfront costs—such as buying gear and software and educating staff on how to use it—may be high. This might be the case. Disadvantage for newly established and small enterprises with possible resource constraints Furthermore, there can be problems with the technology's interoperability with

businesses' current systems. For instance, integrating new software meant to enhance operations with the business's current accounting and inventory management systems could be challenging. This may cause the company to become incapable or cause a delay in the technology's implementation.

Statement of the problem:

Technology is a potent instrument that boosts production and efficiency and helps businesses grow. Nevertheless, there are certain challenges that come with using technology in the business world. Here is a statement that explains a few of these challenges. Price: Technology implementation for a firm could be expensive. It could cost a lot of money for individuals and companies to buy and set up the infrastructure, software, and hardware required to run the technology. This could be detrimental to startups and small enterprises. possess few resources Learning and training: For employees to use new technology, they may need to undergo learning and training. For other people, who might not be familiar with the technology or feel uneasy utilizing it, this could be challenging. It might take more time and effort to teach staff members so they can utilize the technology properly and comprehend it completely.

Technology may give rise to concerns over security and privacy.

Objectives of the study:

1. Identify Key Technological Obstacles:

Explore and identify the specific technological hurdles faced by businesses in different industries.

2. Examine Organizational Challenges:

Investigate how organizational structures, cultures, and leadership impact the successful implementation of technological solutions.

3. Assess Technical Competence:

Evaluate the influence of technical expertise and skill gaps within organizations on the effective utilization of technology.

4. Recommend Strategies for Overcoming Obstacles:

Provide practical recommendations and strategies for businesses to overcome the identified obstacles and successfully implement technology.

By addressing these objectives, the study aims to contribute valuable insights to the field, aiding businesses, policymakers, and researchers in navigating the complexities of integrating technology into diverse business environments.

Study questions:

1. what is the Technological Obstacles?
2. What are the primary challenges businesses face when adopting new technologies?
3. What role does the lack of technical expertise play in hindering technological adoption in certain industries?

4. what is the Recommend Strategies for Overcoming Obstacles?

Significance of the study:

The top 5 reasons why technology is important in business. In the past few years, technology has fundamentally changed the way we collaborate, the way we do business, the way we shop, and the way we live and work. It has become an essential part of our daily life. practice and is nowadays an essential part of our lives.

The importance of technology in business cannot be underestimated. Organizations around the world rely on emerging developments to help operate at their highest levels and drive action and development. Today, we can't think of continuing to function without the web, video conferencing, and viewing canvas applications, and that's just the beginning. In fact, the importance of technology in business will continue to grow. This reality requires coordinating technology into your activities if you have not done so before. Hence, now is the right time to learn about technology and this is the way to become more educated.

Here are some reasons why technology is essential for businesses:

1. Communication:

Technology provides a faster, more comprehensive and more effective way of communicating. This will include engagements within your group or with your customers, leads, financial backers, or overall population. Video conferencing developments, such as Skype and Zoom, are making it easier to hold meetings across geographic boundaries. Regarding within your association, an app like Leeway or Asana can help you facilitate messaging within your group. You can utilize this to keep track of projects, task details, deadlines, etc., whether they are working under the same roof or from a distance. Email, bulletins, online entertainment, and various platforms are essential assets of communication.

2. Security:

With cybercrime and information breaks on the ascent, tight security has become fundamental for all organizations. Today, most business resources are put away in the cloud or on endpoints. This has made it vital for organizations to take severe measures to keep their information as well as that of their clients. safe

3. Efficiency:

Technology helps increase the effectiveness of systems, products, and services. It helps track and facilitate operations, keep up with the flow of information, and supervise worker contacts and records. In fact, this. expanded labor productivity reduces costs as well as enabling the business to scale quickly.

4. Staff Assistant:

Most employees want to use the latest technology in carrying out their tasks believing that it

will help them achieve the best results. Organizations need to consider the relationship between cost and innovation and provide the right technology to improve results.

5. Time and money:

There is no doubt that technology helps organizations deliver faster than expected, without compromising the nature of the product or management. Technology is currently performing dreary tasks that humans have only recently done, in fact. This helps by saving staff costs or having them work in areas where they are needed.

Organizations need a comprehensive understanding of technological devices to take advantage of them. Board data frameworks go a long way in helping organizations keep track of their information, deals, efficiency levels and costs. The information can identify areas of development as well as learning experiences. Taking care of data frameworks efficiently will help organizations streamline management cycles, reduce business expenses, promote and enter new business segments, further develop customer support and gain the upper hand for themselves. At the same time, you and I, we don't question the importance of technology in business and accept that it can have a significant impact on the way you work. If you have any questions or need assistance with computerized merchandising procedures, contact us.

Scop of the study:

The scope of studying obstacles to applying technology to business involves identifying and analyzing the various challenges and barriers that hinder the successful adoption and implementation of technology in a business environment. This study may include:

- 1_ **Technological barriers:** This involves examining the technical complexities and limitations associated with implementing new technologies, such as compatibility issues, integration challenges, and infrastructure requirements.
- 2_ **Financial barriers:** This includes assessing the financial constraints and costs associated with acquiring and implementing technology, including the initial investment, ongoing maintenance, and training costs.
- 3_ **Organizational barriers:** This involves studying the organizational culture, structure, and resistance to change that may impede the adoption of technology. It also includes examining the lack of technology-related skills and expertise within the organization.
- 4_ **Regulatory and legal barriers:** This includes analyzing the legal and regulatory frameworks that may restrict or hinder the adoption of certain technologies, such as data privacy and security regulations.
- 5_ **Market barriers:** This involves studying the market dynamics and competition that may impact the adoption of technology. It includes analyzing customer preferences, market demand, and the competitive landscape.

6_Ethical and social barriers: This includes examining the ethical and social implications of implementing certain technologies, such as job displacement, privacy concerns, and the impact on society

7_Knowledge and awareness barriers: This involves assessing the lack of knowledge and awareness among business leaders and employees about the potential benefits and applications of technology. It includes studying the need for education and training programs to enhance technology literacy.

By studying these obstacles, researchers and practitioners can develop strategies and solutions to overcome them, enabling businesses to effectively apply technology and gain a competitive advantage.

Existing work & Literature review:

Introduction:

Technology plays a vital role in today's business organization, reforming the way organizations operate, oversee assets, and make decisions. Here are the main areas where innovation and entrepreneurship meet: Computing and Productivity: Business organization benefits incredibly from automation programming. Board assignment, work process automation and computer intelligence-based tools streamline activities, reduce human errors and expand productivity.

Information, Council, and Investigation: Innovation enables the collection, storage and examination of vast amounts of information. Data scanning and programming devices help make informed business decisions, anticipate patterns, and understand consumer behavior.

Messaging and Collaboration: Advances such as email, video conferencing, executive tool design, and collaborative stages are improving messaging and collaboration within and between associations, regardless of topographical barriers. Customer Relationship (CRM): CRM programming helps in overseeing cooperation with existing and prospective customers. It helps in coordinating, automating, and synchronizing deals, advertising, customer assistance and specialized assistance. Cash Management: Book keeping software and cash management tools streamline and automate cash cycles. They help with accounting, billing, finance and monetary details. Production network and inventory management: Innovation helps in tracking inventory, supervising store network operations, forecasting demand, and updating acquisitions, resulting in improved inventory control and cost reserve funds. Online Business and Online Presence: Organizations influence innovation to create and oversee online retail storefronts, communicate with a more comprehensive audience and improve the purchasing system for customers.

Conduct Asset Arrangement (ERP): Enterprise resource planning (ERP) frameworks coordinate various business capabilities at a single stage, facilitating operations and enabling the flow of information across offices. Security and Hazard The board: With expanding digital dangers, organizations use innovation to safeguard delicate data, utilizing network safety measures and

chance administration devices to protect information and tasks. Choice Emotionally supportive networks: Innovation gives refined apparatuses to navigation, like prescient displaying, recreations, and situation examination, helping directors in going with vital and strategic decisions. HR The executives: HR innovation oversees worker information, finance, enlistment, execution assessments, and preparing. This incorporates candidate global positioning frameworks, HRIS (HR Data Frameworks), and execution the executives programming. Versatile Innovation: Portable applications and arrangements empower organizations to work in a hurry, working with remote work, admittance to information, and portable exchanges. Artificial intelligence and AI: These advancements streamline processes, mechanize errands, and further develop dynamic in view of complicated information examination. In business organization, the viable execution and combination of innovation can prompt expanded efficiency, cost reserve funds, better direction, and upgraded client encounters. Adjusting to innovative headways is vital for remaining cutthroat and satisfying the always developing needs of the market.

Existing work:

1. Technology is changing the way organizations, and their employees need to accomplish their work. Empirical evidence on this topic is scarce. The aim of this study is to provide an overview of the effects of technological developments on work characteristics and to derive the implications for work demands and continuous vocational education and training (CVET). The following research questions are answered: What are the effects of new technologies on work characteristics? What are the implications thereof for continuous vocational education and training? Technologies, defined as digital, electrical, or mechanical tools that affect the accomplishment of work tasks, are considered in various disciplines, such as sociology or psychology. A theoretical framework based on theories from these disciplines (e.g., upskilling, task-based approach) was developed and statements on the relationships between technology and work characteristics, such as complexity, autonomy, or meaningfulness, were derived.

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2. Technology has revolutionized business as we know it, and companies across numerous industries are looking to harness it to improve their workforce, build brand recognition and bolster the bottom line. Some areas in which technology has transformed businesses include accounting, data collection, sales and digital promotion.

Bureau of Labor Statistics (BLS), U.S. Department of Labor, Occupational Outlook Handbook 2022.

BLS estimates <https://www.herzing.edu/blog/impact-technology-business>

The role of technology in business is varied. It encompasses a wide range of concepts and tools that enable the efficient, innovative utilization of economic resources in the production of high-quality services. Therefore, technological progress is critical for business growth and development. The better the technology available, the quicker local and global economies can expand. As technology advances, businesses are finding more ways to integrate it into their operations. From online sales and marketing to automated processes and accounting, technology is playing an increasingly important role in the smooth running of a company.

<https://ceohangout.com/what-is-the-role-of-technology-in-business/>.

Literature review:

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Early technological progress:

The Wheel: The development of the wheel represents a momentous breakthrough in the range of humankind's experiences, changing the means of transportation and working with exchange.

Horticulture and Water System: The development of agricultural and water systems led to the development of civil institutions by enabling food increase and settlement.

Modern disruptions and innovative progress:

Steam Engine: The steam engine, led by James Watt, fueled the modern era, leading to advances in assembly and transportation.

Broadcast and Telephone: Innovations such as the letter and the telephone fixed correspondence, reduced distances, and connected individuals across great distances.

Mechanical achievements of the twentieth century
Power and Light: The discovery and commercialization of power, a day. Discovery
Edison's development of light changed lives and workplaces day by day. Discovery
and the Data Age: The leap forward in processing, including the development of major personal computers and the introduction of the Web, has prepared for the Data Age, where it is becoming more and more common to change how data is used. Current innovative developments

2.1 Advanced innovations and the Internet

Web and Internet: The Web has changed the world into a global city, enabling instant messaging, data access, multiplying Web-based businesses and informal communications.

Versatile innovation: The development of mobile phones, especially cell phones, has changed individual correspondence and opened the way for different applications and departments.

2.2 Man-made consciousness and artificial intelligence

Applications of computer-based intelligence: Artificial thinking has spread across businesses, from medical services to support, changing processes, disrupting patterns, and increasing efficiency.

Artificial Intelligence: Machine learning calculations have enabled computers to capture and refine information, leading to advances in speech recognition, autonomous media, and personalized suggestions.

2.3 Biotechnology and good innovations:

Genomics and Personalized Medicine: Advances in biotechnology, especially in genomics, have led to the preparation of personalized medicines, the formulation of drugs on people's genetic cosmetics. **Clinical Imaging Advances:** Advances in imaging innovations, for example, X-ray filters and CT, have led to improved diagnosis and treatment in medical care.

The impact of innovation on society

3.1 Financial impact:

Automation and job displacement: Advances in innovation, especially mechanization, have raised concerns about labor relocation and changing components of the workforce.

Online Business and Business Plans: The advanced disruptions have completely affected the traditional business plans, leading to the development of web-based business development and computerized business.

3.2 Social and cultural impacts:

Communications and Social Networking: Innovation has changed social cooperation, opening doors and difficulties in how individuals transfer and make communications. Data Acceptance and Education: Innovation has democratized data acceptance, enabled web-based training and opened doors to deep learning. Future patterns and ethical reflections.

4.1 Emerging technologies

Web of Things (IoT) and Smart Urban Areas: IoT is supposed to connect gadgets, making smart urban areas with improved efficiency and availability.

Quantum recording: Advances in quantum computers may transform processing power and address complex problems.

4.2 Ethical and cultural difficulties:

Privacy Concerns: The classification and use of individual information raises ethical concerns about security and information security.

Ethical AI and Preparedness: Ensuring ethical use and limiting propensity in AI calculations presents significant difficulties for designers and policy makers.

Innovation has been a major driving force behind human progress, constantly evolving and reshaping the way we live, work, and communicate. From ancient creations such as the wheel to the emergence of artificial intelligence and so on, the trend of innovation has been marked by development and pioneering leap forward. As we explore the future, discovering the various impacts of innovation on society and addressing the ethical difficulties associated with it will be vital in addressing its true potential to bring some benefit to humanity.

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There are several effective and sound ways that can be followed to use technology correctly, including:

1. **Setting goals:** Before using technology, you must determine the goals and objectives that you want to achieve through its use. This helps you focus and make the most of technology.
2. **Continuous learning:** You must be aware of the latest technological developments and learn how to use them properly. You can sign up for training courses or read articles and books related to technology.
3. **Safe use:** You should take security measures to protect yourself and your personal information when using technology. Install and update antivirus software regularly, use strong passwords and do not share them with others.
4. **Balanced use:** You must maintain a balance between using technology and your personal and social life. Don't waste your time with technology and avoid addiction to it.
5. **Respect and ethics:** You must respect the privacy of others and deal with them ethically when using technology.

RESEARCH METHODOLOGY

Introduction:

Technology has revolutionized the way organizations collect, manage, and analyze data, ushering in a new era of efficiency and insights. The process begins with data collection, where advanced technologies facilitate the gathering of vast amounts of information from diverse sources. Whether through sensors, online platforms, or other digital means, technology has enabled the acquisition of real-time and large-scale datasets. Once collected, these data serve as valuable resources for organizations. The abundance and variety of data empower decision-makers with a deeper understanding of their operations, customers, and market dynamics. Efficient data management systems, often leveraging cloud technology, ensure accessibility, security, and the ability to process and retrieve information promptly. The subsequent phase involves data analysis, where advanced algorithms and machine learning tools help make sense of complex datasets. Organizations can uncover patterns, trends, and correlations that might be otherwise elusive. This analytical process extends to predictive modeling, allowing businesses to anticipate future trends and make informed decisions. In conclusion, the synergy between technology, data collection, and analysis has become instrumental in shaping the modern business landscape. This integration empowers organizations with actionable insights, strategic foresight, and the agility needed to thrive in an increasingly data-driven world.

Data collection and resource

Data collection on technology obstacles in business involves gathering information on the challenges and barriers that organizations face in adopting and leveraging technology. Here are some

key areas to consider:

1. Technological Infrastructure

- Assess the existing infrastructure and identify limitations in terms of outdated hardware, software, or networking components.
- Explore issues related to system integration and interoperability between different technologies.

2. Cybersecurity Concerns

- Collect data on cybersecurity challenges, such as data breaches, hacking attempts, and vulnerabilities in the digital environment.
- Identify common security threats faced by businesses and the effectiveness of current security measures.

3. Skills and Training:

- Evaluate the skill gaps within the workforce concerning technology adoption.
- Collect information on the availability and effectiveness of training programs to upskill employees.

4. Costs and Budget Constraints:

- Examine budgetary constraints and the financial challenges associated with adopting new technologies.
- Gather data on the total cost of ownership, including initial investment, maintenance, and potential hidden costs.

5. Resistance to Change:

- Collect information on employee resistance to adopting new technologies.
- Identify the reasons behind resistance, whether it's fear of job loss, lack of understanding, or concerns about workflow disruptions.

6. Regulatory Compliance:

- Explore obstacles related to compliance with data protection laws, industry regulations, and other legal requirements.
- Identify challenges in staying abreast of evolving regulatory landscapes.

7. Vendor and Technology Selection:

- Assess challenges related to selecting the right technology vendors and solutions.
- Gather data on issues like vendor lock-in, scalability concerns, and the alignment of technology with business goals.

8. Data Privacy and Ethical Concerns:

- Collect information on concerns related to data privacy and ethical considerations.
- Identify how businesses handle customer data, communicate privacy policies, and address ethical dilemmas.

By systematically collecting data on these obstacles, businesses can develop strategies to overcome challenges and create a more robust and adaptive technological ecosystem.

3-4 that are necessary points for technology obstacles in business.

1. Cost: Implementing new technology in a business can be expensive, especially for small businesses with limited budgets. The cost of purchasing and maintaining hardware, software, and infrastructure can be a significant barrier.

2. Complexity: Technology can be complex, and employees may require training to effectively use new systems. This learning curve can slow down the adoption of technology in a business and hinder productivity.

the ebb and flow of research assertions of the limits of innovation in the field of technology constraints in business administration.

Data Collection and Interpretation

Introduction:

In this chapter, we will talk about data collection, which is the process of collecting information and indicators related to a specific topic from different sources. Data collection is used to understand and analyze various phenomena, trends, and problems in areas such as business, scientific research, marketing, politics, education, health, etc. Data collection sources are diverse and include primary and secondary sources. Primary data are those that are first collected through field research, questionnaires, interviews, interrogations, or direct observations. Collecting primary data requires effort, time, and financial resources to conduct studies and research. Secondary data is that collected from pre-existing sources such as previous studies, reports, statistics, articles, books, databases, and websites. The use of secondary data is an effective and less expensive method of data collection and analysis. After data is collected, it is analyzed to understand various relationships, trends, and outcomes. Data analysis involves the use of tools and techniques such as statistics and analysis.

Data collection:

The study of obstacles to applying technology to business is a field that focuses on understanding the challenges and barriers that organizations face when implementing and utilizing technology in their operations. This field encompasses various aspects, including identifying and analyzing the factors that hinder the successful adoption of technology, exploring the impact of these obstacles on business performance, and developing strategies to overcome them. Here are some general points about the study of obstacles to applying technology to business.

Technology Adoption: The study examines the reasons why organizations may resist or struggle to adopt new technologies. This can include factors such as cost, lack of awareness or understanding, resistance to change, and concerns about security or privacy.

Organizational Culture: The culture and structure of an organization can significantly impact its ability to apply technology effectively. The study explores how factors like leadership, communication, and employee attitudes can influence technology adoption and implementation.

Technological Complexity: Many technologies are complex and require specialized knowledge and skills to implement and manage. The study examines the challenges organizations face in acquiring and retaining the necessary expertise, as well as the impact of technological complexity on decision-making and resource allocation.

Integration and Compatibility: Integrating new technologies with existing systems and processes can be a major obstacle. The study explores the difficulties organizations face in ensuring compatibility between different technologies and platforms, as well as the impact of integration challenges on productivity and efficiency.

Risk and Uncertainty: Implementing new technologies often involves risks and uncertainties. The study examines how organizations assess and manage these risks, including factors such as financial implications, potential disruptions to operations, and the impact on customer relationships.

Regulatory and Legal Considerations: Compliance with regulations and legal requirements can pose obstacles to technology adoption. The study explores how organizations navigate the complex landscape of regulations, standards, and intellectual property rights, and the impact of compliance challenges on technology implementation.

Resource Constraints: Limited financial, human, or technological resources can hinder organizations' ability to apply technology effectively. The study examines how resource constraints impact technology adoption decisions and explores strategies for optimizing resource allocation and leveraging partnerships or collaborations.

Overall, the study of obstacles to applying technology to business aims to provide insights and recommendations for organizations to overcome these barriers and maximize the benefits of technology in their operations. By understanding and addressing these obstacles, businesses can enhance their competitiveness, improve efficiency, and drive innovation.

Data analysis:

Q1_what is the Technological Obstacles?

A previous study shows what he stated "Amit Singhal "As one of the biggest tech businesses, Google dominates the Internet search market. Still, it confronts significant obstacles. Furthermore, at a speech at South by Southwest, the senior vice president of search and Google Fellow was questioned about the main obstacles Google has in fulfilling its purpose. He stated that the knowledge graph, speech recognition, natural language understanding, and (understanding) conversation are the four technical hurdles. Although Google has made progress, these four technical issues are still "not solved," according to Singha. Underpinning Google's primary search focus, the

knowledge graph is about "understanding the world as you and I do"—that is, the relationships and connections between concepts. Speech recognition plays a crucial role in voice search by converting human speech to text. Understanding the subtleties of language, or "natural language," enables voice transcription to be transformed into information that is meaningful. Natural language is related to conversation.

From this previous study it explained the Technological Obstacles for Google company and "Amit Singhal" He mentioned that there are four obstacles.

<https://www.forbes.com/sites/tomiogeron/2013/03/10/googles-4-biggest-technical-challenges-according-to-search-guru-amit-singhal-sxsw/?sh=26a577ac2c0e>

Q2_ What are the primary challenges businesses face when adopting new technologies?

Through previous study Google's challenges appear to be getting worse, as AI rivalry threatens its Search division. * Layoffs, decreased ad revenue, and antitrust worries are just a few of the challenges Google faces this year. Google must prioritize growing its AI business while controlling expenses. Lately, Google has faced significant challenges. There's been a lot going on at Googleplex, from its massive round of layoffs and scaling back on moonshots and cost cutting, to the danger of real competition from Microsoft's Bing and a federal antitrust case. And time to act is running out. The crux of the matter is that, as the company's earnings report from last week made clear, Google's core search business is facing pressure. In the face of economic uncertainty, users are cutting back on their Google ad expenditure, with YouTube being particularly negatively impacted. Morale has suffered as a result, as the business reduces staff and office space in an effort to please Wall Street by cutting expenses. The remaining employees will have a difficult transition because the company has a history of stability and has traditionally offered generous employee benefits from this previous study it explained the primary challenges Google company face when adopting new technologies for Google company, He mentioned the most important challenges facing Google, the most important of which are layoffs, low advertising revenue, and monopoly.

Q3_ What role does the lack of technical expertise play in hindering technological adoption in certain industries?

Through previous studies, it has been shown that Google's lack of technical expertise may affect technology adoption in some industries in several ways:

Google may have innovative and powerful technology, but a lack of technical expertise can mean it cannot apply it effectively in certain industries. For example, if Google is developing a new technology for robotics, it may have difficulty converting that technology to meet the needs of the automotive industry.

Google may have a limited understanding of the requirements and challenges of certain industries. They may have the ability to develop innovative technology but may not be familiar with

the technical details and special requirements of industries. This means that they may not be able to provide relevant solutions for those industries.

Google may have challenges recruiting and retaining employees with experience in certain industries. It may be difficult for Google to attract technical talent that specializes in certain industries, and therefore it may lack the expertise necessary to develop and improve technology appropriate for those industries.

Q4_what is the Recommend Strategies for Overcoming Obstacles?

Target all your website visitors and app users: The main goal is to talk to a group of people who have visited your site or used your app. The suggested approach is to take advantage of the enhanced portion of Google Promotions, which helps in reaching site guests, app customers, and other crowd information sources.

Re-attract visitors who abandoned their shopping carts: Sometimes people put some things in their online shopping carts, but they don't finish the purchase. Since most of the time these customers are about to settle on a purchase, this may be a good opportunity to contact them and help them finalize the purchase process. To connect to this audience, you can set up your audience section to target "guests of a specific page who have not visited another specific page," specify a shopping cart page URL, and request a confirmation page model.

May runs an online hardware store and often finds that her customers put overpriced items in their shopping cart but don't finish their purchases overall. So, maychoose to go on a mission to attract customers who had abandoned their shopping baskets, wanting to make a deal.

Customize your ads according to the audience segments you choose: It is important to have an innovative system while planning promotions for your website visitors and app customers. Here are some general ideas for these promotions:

- *Reasonable for the audience you need to reach.
- *Applicable to your site in terms of look and feel.
- *A compelling source of inspiration model.

The ads that Maryam displays to individuals who have visited the women's clothing section of her site will be more relevant if they are offering women's coats rather than displaying a general message.

Adjusting the prices of offers to public sectors conducted by potential case handlers: Mapping your offers increases your ability to reach a more comprehensive pool in your verticals, increasing Google visitors from this important crowd. As you determine which offer you want to target, think about the value of each section of your information to your customers.

Location and language targeting scope: Accounting for what portion of your information consists of site visitors can help you reach optimal customers, so you have the option to offer

promotions no matter where they are on the web. Site guests can speak multiple languages and can access the site from anywhere in the world. So, make sure you decide to focus on all the accents in your complete setup.

When you choose a specific geographic region, you should always serve customers in the areas you focus on.

Scheduling ads: so that they appear at times when guests of your site are likely to see them. Promotion booking allows you to set specific hours or days of the week to run your ads, so you can reach your customers and have them see your promotions when they're aware and on the web.

This site talked about the most important recommended strategies to overcome the obstacles that Google faces in technology. These strategies were mentioned from three main points, which are: The strategy for preparing data segments. the advertising strategy. the general strategy.

Findings, recommendations, and Conclusion:

Finding:

1) What are the technological obstacles?

Technological barriers are obstacles or difficulties that prevent the development of events or the application or progress of innovation in various fields. These barriers can vary significantly across projects and education. Here are some examples with references:

Energy Storage: An important barrier to sustainable energy reception is the storage of productive energy. Battery capacity systems face difficulties related to limitation, cost and environmental impact. Progress in this area is urgent for the widespread use of sustainable energy sources. (Reference: "Current Difficulties and Open Doors in Sustainable Energy", Energy and Natural Sciences, 2017)

2) What are the main challenges companies face when adopting new technologies?

Organizations frequently face different difficulties while embracing new advancements. While the difficulties can shift contingent upon the business, size of the association, and the idea of the innovation being taken on, a few normal difficulties include:

Expenses and Spending plan Limitations: Carrying out new advances can be costly, and organizations might confront financial plan requirements. This incorporates the expense of buying the innovation as well as the costs related with preparing representatives, coordinating the innovation into existing frameworks, and continuous upkeep. Protection from Change: Representatives might oppose embracing new advancements because of dread of occupation removal, newness, or the insight that the new apparatuses will confuse their work process. Defeating obstruction and encouraging a culture of receptiveness to change is urgent. Absence of Abilities and Preparing: New innovations frequently require a range of abilities that current workers may not have.

3) What role does a lack of technical expertise sometimes play in hindering technology adoption?

Lack of technical expertise can play an important role in hindering technology adoption across industries. There are several factors that contribute to this challenge:

Resistance to change: Many industries have created practices and workflows that have remained in place for years or even decades. The introduction of new technologies often requires a major shift in mindset and practices. Professionals who lack technical expertise may resist adopting new technologies due to fear of the unknown or concerns about their ability to adapt.

Training and skills gaps: Adopting new technologies often requires employees to acquire new skills and knowledge. In industries that lack technical expertise, employees may not have the skills needed to operate or troubleshoot new systems. This creates a barrier to adoption as organizations need to invest in training programs to close these skills gaps. **Uncertainty and risk aversion:** Without a deep understanding of technology, decision makers in industries may hesitate to invest in new solutions due to perceived risks and uncertainties. They may be concerned about potential disruptions, system failures, or security issues associated with unfamiliar technologies.

Cost Concerns: Implementing and maintaining technology solutions often comes with a financial investment. Decision makers without technical expertise may have difficulty evaluating the long-term benefits of adopting technology compared to the initial costs. This lack of understanding can lead to hesitation in approving budgets for technology initiatives.

Technology Complexity: Some advanced technologies may be complex and require specialized knowledge to implement and manage effectively. In industries that lack technical expertise, the complexity of new technologies may seem overwhelming, leading decision makers to avoid adopting them in favor of simpler, more familiar solutions. **Vendor Selection Challenges:** Choosing the right technology vendor or solution requires a comprehensive understanding of industry needs and available options. Without technical expertise, decision makers may find it difficult to evaluate different technologies, leading to suboptimal choices or delays in the decision-making process.

4) what are the recommended strategies for overcoming obstacles?

Defeating hindrances requires a mix of outlook, systems, and versatility. Here are a few suggested systems, with references where pertinent: Foster a Development Outlook:

Methodology: Embrace provokes as any open doors to learn and develop. View obstructions as impermanent misfortunes instead of unfavorable boundaries Reference: Ditty S. Dweck's examination on development mentality. (Dweck, 2006). Put forth Practical Objectives:

System: Separate bigger hindrances into more modest, more sensible objectives. This aids in keeping up with concentration and following advancement. Reference: Edwin Locke and Gary Latham's objective setting hypothesis. (Locke and Latham, 2002)

Technique: Be available to change and able to adjust your methodologies when confronted with

startling difficulties.

Reference: Charles Darwin's hypothesis of development: "not the most grounded of the species gets by, nor the canniest; it is the one generally receptive to change."

Recommendations:

Here are some recommendations for Google to study the obstacles to implementing technology in business:

1. Conduct a comprehensive study: Google must conduct a comprehensive study to identify the obstacles facing the application of technology in business. This study should include a survey of companies and organizations to understand their challenges and needs.

2. Data analysis: Google must analyze the data available to it to understand the main trends and challenges in applying technology in business. Machine learning and artificial intelligence techniques can be used to analyze data more effectively.

1. Conduct a survey to identify obstacles: Conduct a comprehensive survey to identify the obstacles facing the implementation of technology in business. You can use questionnaires or interviews with employees and customers to determine the difficulties they face using technology.

2. Data analysis: Analyze the data collected from the survey to identify key patterns and trends in barriers. You may find that there are common problems that many companies in a paritic.

3. Identify root causes: Identify the root causes of the identified obstacles. These reasons may be related to technological infrastructure, organizational culture, employee capabilities, or any other factors.

Conclusions:

In conclusion, this our project it talked about study of obstacles to applying , to business and The topic was discussed in five chapters, with different points and tasks in each chapter ,in chapter one we discussed five points, first Background of the study ,we wrote summary about the study of obstacles to applying "Technology is a vital tool in our current era, as it contributes to the development of many sectors and fields, including business. However, the application of technology in business faces many obstacles and challenges that hinder companies from leveraging its full benefits"the second point Statement of the problem in this point we discussed the problem and how it effects ,and then in third point it's connected with forth point we wrote research objectives and then the research questions and we wrote four objectives and four questions because it interconnected ,the five point significance of the study and we wrote how technology is important to business and we discussed in five important points ,the last point in the chapter one we discussed Scop of the study .in second chapter there are three points ,first point introduction and we talked about what will discuss in this chapter in detail ,the second point Existing work Related to the topic of our discussion the last point literature review . In chapter three Includes both Introduction, Data

collection and resource, that are necessary points for technology obstacles in business, source of data .in chapter four we discuss four points, introduction about what will explain in this chapter, and we explained Data collection, Secondary data, Data analysis We chose a technology company, and we chose Google.

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