

ABSTRACT

The main factor revealing the globalization duration/process is technological developments. The fast changing in technology causes alteration in their social and economic environment, strategy, structure and management of enterprise. The most important conclusion which globalization bring upto the present is the necessity of changing against to enhancing of competition. Choosing of strategy which enterprises use for obtaining priority competition is important. Enterprises can keep on their existence with the help of Technology Management in the surroundings which global competition and continual changing are accured. In this study, it is aimed to expose usage degree of technology and competition circumstances in home market and international field of Jantsa A.Ş., located in Umurlu Industrial Area.

Key Words

Priority Competition, Globalization, Technology Management