

Savvy Smart Solution, LLC

Media Management, Innovation, and Responsibility

Management of Technology and Innovation

Technology is a broad category used to define products, services, and solutions that make human life more efficient. It's a term used in all industries and households, broadly used to categorize electronics, devices, and systems used across the world. Innovation is viewed as the process of getting an invention to a point where it has an application value of some kind (White & Bruton, 2017). Traditionally, the word technology is used to consolidate all the objects that enable something greater, either in entertainment, communication, efficiency, learning, or enablement of advanced products or things. Technology is not restricted to items where a computing device is required but includes related products and services within the category and cannot exist without a device. Music is not considered technology, but the ways in which music is recorded and delivered is. Technology enables many other things to be brought to the world and used in improved ways. Innovation is better described as the efforts taken to improve and be more inventive and creative with product use and engineering. Without innovation, technology does not advance or change.

In the music industry, technology and innovation's best examples are the improvements or change from old taping and recording devices, radio stations, satellites, and associated instruments, companies, and human resources used to make music and share it with the world. One could summarize it as an equipment change, or the reduction of physical products, as a subset of digital transformation. Much has changed because of new or upgraded technology, affecting more than just price, physical product design, and accessibility. Technology and innovation in the music industry does not only change the physical product, its pricing model, and its listeners' preferences and purchases for necessary devices, but also contracts, negotiations, and agreements as it pertains to laws specific to the industry. Digital Transformation resulted in a major change in broadcasting, which affected other medias, such as music. Since technology has been invented and consolidated to enable product combination for this industry, innovation is necessary for not only record companies and recording artists, but also computer science, which brings much opportunity, making it a firm and true statement that technology requires innovation which brings opportunity. It's not true that the music industry asked for better recording and broadcasting devices, but that other technology was invented that was found to be more efficient and better quality for the environment and its consumers. Viewing music apart from its associated and necessary products can be done, but must consider all its brothers and sisters, such as digital television, video, computers, telecommunication centers, local devices, players, and storage systems, as well as the music business itself. A technology company can in fact come along, establish with innovative goals and a strategy to change music as a single industry, but its reliant on other parts of the Technology industry, interdependent forcing a larger view and either slower or faster change because of all its relations and capabilities. Currently, there is a large amount

of user freedoms and regulatory dysfunction in many areas, which is proving to cause problems.

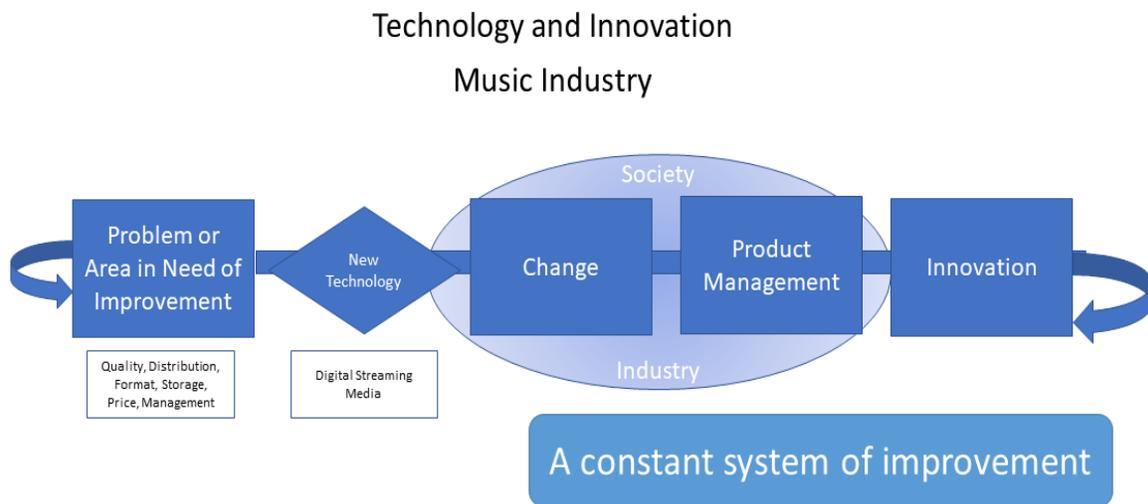
Need for Improved Management and Regulation

If technology had a better regulatory process or innovation process that manages all related impacts as it creates change, problems can be prevented and better solved, but only if each related technology follows the same process in conjunction with the others and data can be reviewed and managed showing relationships and connections of all parts. For example, if a new technology change only in music was made, and pricing and distribution were its only areas of impact review, then changes to society, the environment, air quality, and behavior, in multiple and varied environments will never be truly understood and air quality problems cannot be effectively and innovatively solved. Not only must it be specific studies prior to invention, but also regular monitoring, with management on multiple levels across multiple devices and locations, as well as post implementation impact reports for ongoing discovery and management of the new or change to technology and areas of impact. It's not just product management for the invention of a streaming media player and its contents; it's a matter of media management starting from technology all the way to the content and its impact the words, devices, and system changes have on the environment. Many technology companies affirm they are not responsible for the content on each device, yet law enforcement seeks to manage rules of how music is shared or obtained, as well as parental guidance suggestions or ratings because of music content. Individual companies manage their own policies on music in technology systems, as well as what is authorized inside of their office, claiming to have no control over employee product selection, choice, or associated behavior and use of media and the devices in which they are used. This, in plain language shows that companies make no commitment or inference that they are socially responsible for any of its employee's choices outside of hours in which they pay their employee, so essentially an employee can buy, promote, share, and be a part of music that promotes violence, crime, and group or religious affiliations. This approach to content delivery makes technology and its dealers look like they have no ability to monitor or control any content or maintain peace and order in society, making our constitution, law and order system, and associated technology providers inept or in conflict with original intent and evolved to create even more harmful tools.

Technology companies take limited responsibility for what they enable, and court is lengthy, just as a business that sells drug paraphernalia claims no responsibility for its customer's actions post purchase of the material. This eliminates or contradicts the idea or claim of 'business social responsibility' unless social responsibility is thoroughly defined by companies or corporations and there are accountability measures and statistics using technology that shows societal impact and change. Technology and innovation enable this, which in turn, enables more peaceful societies and social control. Record companies also show no evidence of taking social responsibility for the impacts their recording artists and sellers of explicit content have made to what is heard and happens in society before and after the media is consumed. Technology is advanced enough to track the contents of media, its listeners, and can now monitor the behavior of its consumers. The same technology exists for digital video content. This enables a more advanced society where media can perform a greater role and have more impact to society than ever before, but there is no publicly advertised system for sale that proves this fact. These are systems that have yet to be developed that are suited for sociologists and companies that truly commit to social

responsibility, which can later be placed on community representatives that might not even be a human, but a device that better manages and controls it.

Controlling content and allowing a device to manage air quality seems unlikely or like a gigantic task when visiting a record or music store because it is a great number of words per song, but reviewing the release process, as well as the technology used and how it can prevent the release of harmful content is what is examined. Freedom of speech and the press is often argued, as is free will and choice, but those are laws created to protect society from harmful substances, of which music content is considered one. If music is considered an addictive substance, then so are the devices they run on and rather than limit access to the devices, consider controlling the substance, not by removal or limitation, but by transforming it into healthy products with a standard for what can be considered acceptable art and presentation.



Currently, consumers are asked to ‘preview’ and evaluate content and make decisions of what their children watch; the same is true for professional publishers, advertisers, directors, and creative artists. The same approach is used in software trials, but functionality and use are evaluated, with each company using their own strategy. Punishing consumers and finding who is responsible after the fact is how law enforcement operates, only in terms of privacy and piracy, but creating a more efficient release process is more effective in prevention of the sale of harmful goods. What is considered acceptable to one group or genre, is not acceptable or likable in another group, which is what created the societal divide, making instrumental music acceptable in office spaces, as if words were the only problem. The same is true for the volume of groups in meetings or conversations in an office environment, as well as the content. Just as there are variances in sound device quality ranging from a decent background sound on a professional phone system, there are different types of music beyond the American Top 40 list, many artists’ behavior and content violating FCC regulations or pushing past the limits to what is considered acceptable and likable for all viewers. The problem is comparable to what America defines as business professional and casual attire in clothing as their dress code and their inability or lack of knowledge of after hours activities

and choice clothing, most of which can be categorized as satanic, religious affiliated, distasteful, opposite, extreme, or unacceptable in the workplace, such as dog collars on women, men, spikes, hells angel attire, or other gang sign and symbol that indicates group affiliations that reflect on society, community, group, and or company values in both morals and ethics. If a company's mission is to sell their product non-discriminate, or non-selectively to all buyers, then anyone is a prospect, making their music, clothing choices, and group affiliations not a necessary item for marketing and advertising. Knowing your customer is still important for salespeople or sales systems and is applicable to all industries. Technology greatly enables such knowledge but requires privacy management and less 'permissions' from consumers or options enabled and managed by consumers, such as privacy and sharing controls on Social Media Applications, Browser Settings, or Operating Systems Account Management. For a profit or revenue focused company, the only important factors are revenue streams of who is making money from what group. The makers and trend setters of dog collars for men and women do not partner with adult novelty bookstores and wearers of the fashion trend do not consider themselves a part of 'that style' which is simply a matter of shopping choice or use of public locations. Music is the same, while some listen to 'all kinds of music' and are non-specific and open minded in their choices, then monitoring and marketing to them based upon historical purchases or listening preferences is general and non-specific. Some obviously listen in public, which has different laws and rules, and some preferences change, depending upon location and mood, just like much of our selection and decision making.

Frequency is of importance, thus the need to capture quantitative data to evaluate listener or viewer satisfaction to truly understand what is considered a 'genre' that is likeable and acceptable, with established rules and policies. Streaming media with women wearing dog collars or chains on the hips of males is unlikely to be found streaming at the office, until they leave the office, of which many use their devices in multiple locations. The matter of importance is the separation of the two in terms of 'acceptable' and the matter of freedoms, as well as the perceived 'value' that dog collars and chains bring to the after-hours office party or what is considered a change from its intended purpose. It's unlikely one could speculate that style choices were an intentional fashion adaptation from animals to humans, or that 'connectivity and connection' terminology changed from telephonic and computing devices to human relationships, both managed on different levels. Making a connection and having a constant connection that streams live audio or video and information is not the same as 'feeling' connected to a person or being connected to a group of criminals or endangered species, nor is it the same as connecting speaker wire to a receiver to make sure it has a solid connection for audio to play and the electronic using its protection mechanism to shut down the system if the connection is loosened. All very similar in words and use, but some considered far too unacceptable for civil society and combination of work and personal actions. These matters are most important for Technology advancements in the Wiretapping or Surveillance business, as well as strategic content management in any system that uses technology. Matters of similarity are the fact that one person once wore chains, and another person or group of people wear chains where the actions and behaviors are different or hidden, both matters of predictive and assumptive application. Powerlessness and responsibility changes when there are more layers of management, law, and policy added on; creating individual responsibility and duty in relation to these areas, which creates a

segmented and closed society because of management structures and worsens with technology and two-part systems of 'online and offline' or 'at work' and 'at home' systems.

There are no 'viewer satisfaction' statistics for those who prefer professional business attire and respectable casual wear and participate in media activities with those on the other end of the style spectrum, of things not authorized in uniform or in a professional environment. This shows change in a society, where groups are formed that find satanic music and clothing acceptable, where other groups consider it just words that do not affect society in any way, ignoring the preferences of religious populations and companies that are prevented from asking or knowing religious preference, marital status, group affiliation, and after hour activities. Privacy separates working rules and activities or choice behaviors outside of the office or workplace. Although most people have two computing devices or personas, they play many roles in life, of which technology has not been designed to assist in the management of. This divide of 'privacy' and 'preference' leaves much room for (in)difference, where sometimes one cannot function with the other; in technology it is called a 'conflict' or 'incompatibility.' It has been proven that these can be managed by allowing freedom of expression and rights, if it does not endanger another group, something, or anyone else. If a company requires a background check on an individual, it has decided it will check for 'criminal activity' and 'sentence' or 'no criminal activity' and 'sentence' on record and make its decision based on a set of non-disclosed factors, secretly managed, case by case, by the company. This one phrase "background check" deters applicants, when integrated technologies can prevent those type of applicants from even viewing and responding to the opportunity or going through another judgement process that might again result in wasted time and money, as well as another injury to their reputation and future potential. Music and crime do not go hand in hand, but some media choices indicate behavioral style and preference, which are indicators of how a person will interact with other employees in and outside of the workplace, as well as how they might change the workplace; or in other environments – children, friends, and family.

Restricted content such as video is similar and should be subject to statistical management for monitoring viewing and collection habits of rated G, PG, PG-13, R, and X material. In some households, certain content leads to punishment, and in others, leads to mimicking or following of behavior and trends, which leads to changes in community health and crime statistics. Viewing, content, selection, and ownership in relation to behavior are not the only statistics that matter, or the only numbers or things technology can manage. It can manage the location of media, who is currently listening, their opinions, ratings, and ability to share and like the same song or type of music as others; showing how music creates a social collective and connection with the self and others. Music and the artists because of fame and stardom or video have been known to influence the fashion industry, of which there are no consumer reports available that show linkages in brand profits, mood, success, and community development or societal decline. In short, technology assists with psychology in many more ways than psychiatrics, problem management, and analysis, but also psycho-social change, of which not many companies are mission devoted to creating innovative change using technology. Marketing and advertising have often been the medium for such change, but content has become more important beyond just 'blog posts' on the internet, but also in learning and achievement systems, of which audio and video are important technology advances for all age levels. If providers of technology, such as satellites and broadcasting

devices do not take an interest or responsibility in content, then it enables others to manage these areas to feed the many variations and likes of all. Only conflict occurs when groups or people of differing preferences collide or 'over-rule' or cause an increase in majority in what is considered socially acceptable and healthy. Many want to be free to speak their minds, express their style choices, profit, be famous, and technology provides a means to do so to a certain extent, thus limiting new artists to small online tools to build their own audiences and fan base. Simple methods, such as 'unsubscribe' are features available, as are "block" buttons, but this has proven to be a major 'non-automatic' one per one task that everyone must perform individually and has proven to be a daunting 'clicking' task if content or preferences change. This technology should be applicable to physical spaces for community management, beyond setting basic rules and laws of society. Technology does not allow a user to restrict content for specific 'non-explicit' ratings for a particular group, genre, or type of advertising and marketing, proving America does not have full control over its media and content or its citizens; only individuals do, and it's based only on a power switch of only on, or off. We have advanced Technology capabilities to create a more selective and protective improved process. Societies are organized the same way a genre aisle or file folder is, with Rap Music in one folder, Country Music in another folder. North Side of the Town is African American, where the other side are White Americans, thus there is value in understanding how the organization of digital products is similar or has resulted in community segregation, as well as changed the conduct of its citizens, but it will not be completed because its dangerous and proves that no control or leadership and change continues to create danger, unwanted audio and visuals, crime, corruption, segregation, and community disruption when not properly organized or managed.

Recent Technology Processes

In the last two years, online education has been a major source of comparative research and review beyond the application and acceptance process. Much of the style and design of the Internet sites of educational institutions are the same and use people or student advertising in different ways. Rarely was the photography based on books, subject areas, objects, things, or what we study; pictures displayed and used were 'who was there' because students are what makes a learning institution thrive. Each photograph that used people marketing for their educational institution appeared to be the 'undergraduate' age level; never considering institutions serve more than just one age group or level of education. After reviewing more than 25 online schools for process, requirements, and the presentation of information, it's clear that institutions are using a non-database system to present information; thus meaning there is no structured Department of Education that manages online computerized systems, therefore all applications submitted require duplication of the same information, and the presentation of different requirements, as well as possibly a different selection process for each institution. This continues a non-standardized system of education where application data, selection criteria, and institution information cannot efficiently be managed from a top-down management approach and American Education cannot effectively and correctly be evaluated as an operating unit or group, beyond the category of type of student. Individual programming of each public and learning application system means they are non-integrated,

which in turn means, that curriculum is non-integrated or still shared using old methods. Individual development or institutional design of public information systems (i.e., the Learning Institution's Internet Pages) means each institution that is accredited, publishes their own accreditation information, which requires another agency or students to verify, causing much work. It's easy to provide the system solution – an Integrated Public Education System that operates using a database for standardized processes that show actual statistics of matters of importance: attendance, grade averages, demographics, success rates, and best value ratings based on a publicly available set of criteria. Post admission research and activities showed there is more than one type of online education system that sets institutions apart, as does the content of coursework, both presented without textbook information and very few institutions offering direct pricing, where comparative tasks could begin for long term commitment based upon their personal evaluation and preference. The same process of selection, review, and comparison exists for media, but on a different type of level or timespan and at a different cost. Music was not designed for streaming media and recording artists to teach students or citizens, yet music is a requirement at K-12 institutions and considered an elective at some, not all Universities. The technology used to record, listen, and store it is now available in all educational institutions, which has changed the way we learn and how we present ideas and concepts. For the Technology Innovator or Computer Scientist, reviewing online technologies is part of the institution application process. If an educational institution boasts of Technology professional development and high achievers, such as the Massachusetts Institute of Technology (MIT), and charges a high cost, if their public information is correctly and efficiently organized and satisfactory evidence of such intellectual value is not presented or found from publicly available sample course, then the myth that a higher priced education produces higher paid or better systems is busted. The variations and comparative value in education can be studied further for its differences and cost justification, but it pertains to student experience after enrollment and student experience prior to admission because those are institutions with campuses and on-site learning, where activities are far different than online education systems. Both types of institutions are expected to produce intellectual graduates for industry, but the institutions are not interconnected; meaning they do not network, share, or collaborate works; which is something the computer science field has been established to do. Libraries are not linked, shared, or centrally electronic, and internet users are not managed by a standardized student account system, other than that which might exist in the Federal Financial Aid system, of which, not all students use. It is suspected that a library of all collegiate works would create another type of library, perhaps too complicated and vast to store all institutional outputs, leaving only official journal publications the major scholastic goal and achievement for higher learners. Much is lost by following this type of design. In 2009 there were over 4.5 million students taking online classes, with a Master of Science in Business Administration (MBA) being the top degree offered in the United States. This trend seems likely to continue: currently, 83% of all U.S. institutions that offer online courses say they expect an increase in online enrollment in the coming decade (Onlineschools.org, 2022). Use and applicability of advanced degrees are dependent upon successful employment and education is generalized and standardized using common business practices and concept followed in American and International Business.

This makes industrial forecasting a greater challenge and enables the production of only a predictive number of graduates using varied mathematical formulas and projections

and not based on student achievements, inventions, ideas, discoveries, solutions, and world changing systems or products or potential future career opportunities for those that conduct serious research and evaluation. If it were as simple as a Microsoft Certification, with an examination or series of examinations leading to licensure, then the system of learning Microsoft Technology, closely, if not exactly matches the process for Financial Advising licensure. Because of fair competition, other companies and anyone is free to develop technology, including Universities and any company not officially registered as a Technology Company. Microsoft and other companies have enabled the creation of recording artists and movie stars to be done by anyone and Telecommunication companies with Audio and Video Advanced Technologies are free to develop products to change the world using text, audio, and photo images. Such technology requires regulation well beyond those designed specifically for government or commercial and private use. Unfortunately, there is no selection process and formal contract that governs the digital transformation of educational products that combines old with new and lead the way in archiving old learning tools, styles, and ideals or manage what they've been replaced or changed by. Having such technology reduces learning disabilities and much more.

Managing Technology and Innovation

A recent article posted in Sharp Cloud, another 'business' of Cloud Solutions, non-specific, but offering management of technology innovation advice, says that Business innovation matters for one simple reason: value. For your business to thrive, it is crucial to be continually innovating and improving. Business innovation requires organizations to identify which of their processes, products or services could be improved to boost the company's profitability e.g. forming new partnerships, outsourcing specific tasks, or implementing new technologies (SharpCloud, 2022). First, we've all heard it before; that any change or new product must create or bring 'value' for it to be considered innovative, but these words do not offer any type of formula or aim its customers or readers how to create one or manage innovators and the risk if innovators and technology companies are not properly managed. Needs are not solicited.

Ideas and inventions can be created everyday and small or even large product changes can be implemented across the board, in all product sectors, easily if each company chooses to follow an innovation process and effectively manage it. If all companies innovate and attempt to add 'value' to the world with technology at once, without working together, and without having regulation, leadership, and overall management that drives the world's technology business, then it becomes a competitive risk area not just for business, but for society and the risk is not limited to "what if it fails" but what it will and can do to American and International Technology business, as well as change the way business and society operates. If not managed, it could end up in a never-ending idea generation bank with no action, or a competitive catastrophe with financial imbalance and technological dysfunction world-wide. This is believed to have already happened, as evident by Google and Apple's Play Store, as well as a non-organized and regulated hardware and software industry that is not fully developed or integrated. A fully integrated system reduces duplication, makes operations more efficient, and more insightful secure decisions can be made, which are systems that are not limited to business systems, but all types of systems now used on the Internet. Lack of integration and 'functionality' management, such as regulation on Identity, Privacy, Personal, and Work Data, and the usage rules, policies, and sharing practices remain limited, when

better planning and release could've brought better products to the marketplace, even in free systems. Not all is lost, in fact, things can still improve, unless companies are misguided and continue the path of 'innovation' or idea generation and developing more and more, rather than improving upon and perfecting what already exists.

Smartphones are great and continue to be great, but we do not use them to their fullest potential. They are still not easily integrated with other systems, but they are progressing to make buying, communicating, and working with information easier. Creativity and innovation in the workplace are simple to instill and encourage, but timing and the ability to put the ideas into action is of the greatest importance. If the innovation is not aligned with goals and those goals are not aligned and focused on existing improvements, then innovation is geared toward new ways of creating and not using innovation to improve upon what already exists, implying that each company in operation has reached its highest level of technological potential and is ready and financially able to invest in anything and everything, which it cannot and is not factual. Where is the governing body, company, or organization that leads and focuses them all to work in one cohesive integrated industry?

One Perfect Example

If all undergraduate, graduate, and doctoral or phd programs are designed to produce developers, software engineers, testers, writers, inventors, product and project managers, program managers, directors, controllers, financial analysts, risk assessors, and there are 35 formal institutions educating 35,000 students expected to be ready each year for work in the industry, and they use a standard development protocol, 3 languages, and each freely produce innovative ideas in each paper that are non-connected, non-collaborative, non-shared, using 15 different textbooks, then how does the Technology Industry remain standardized and effective, while evolving? The same statement or philosophical question is applicable to all industries and an even greater area of risk is that one might be ahead or behind another in learning and application, such as Finance and Technology or Healthcare and Technology or worse; all differing levels, systems, and languages – this is the current condition of planet Earth's work and learning system.

If financial management methods change, software must also change or one must adapt to the other; if software changes, industry must change; if laws change, all must change, but if no law exists, then conflicts and problems create legal cases, but can't if there is no connectivity in an organized system of commerce or education. If education remains the same while or after all change, then *the system is out of sync*. The same is true that if everything remains closed and private, where nothing is shared and no ideas are acted upon while in a learning institution, then no profits are made, and great ideas and inventions are lost. If no tracking system exists for those innovations, then credit cannot be given, no opportunity can be promised, and students are non-profit creators of world-class solutions, making it a financially unfair system of technological profit for others with no student achievement, recognition, protection, promises, or guarantees. The law requires certain steps for students to function and profit as entrepreneurs, but no institution officially prepares its students to be registered business owners to collaboratively put their ideas into action and develop as business units within an institution to develop a world-class product to prove institutional superiority or upper scholastic achievement. This is based solely on the ideal that a tangible

product must be produced and not a theoretical opinion or research that can be immediately applied, as in problem identification and solution.

Conclusion

Technology and Innovation requires management, and the management principles vary dependent upon what part of technology and how it affects or is interdependent on others. Since technology is not a single item and areas of technology are intertwined, it requires a new phase of industrial innovation, called integration or improvement management principles for technology, with an innovation process that reaches outside of single company walls, but industrial standards and protocols beyond manufacturing. The area of complexity exists in non-tangible digital media products and written or recorded works in all areas, not just those with a Federal Identification number and balance sheet.

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