

# **Impact of Disruptive Technology in Manufacturing industries business environment**

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## **ABSTRACT**

The acronym VUCA stands for Volatility, Uncertainty, Complexity and Ambiguity which was coined by the US during world war I. Since then this acronym is used in business economic scenario as well. Indian business scenario has undergone a sea change due to the process of liberalization was introduced by the Government of India in 1991 which can be best described by VUCA. Post liberalization Indian firms have started practicing strategic planning seriously. The advent of digital technology has led to disruption, which has great impact on business environment world over and manufacturing industries are no exception..

Strategy basically emphasizes on planning as to how use of technology helps in increasing profitability and growth of organization which in turn helps in creating ROI for shareholders. The optimum utilization of resources for creating a brand and reputation in market has become norm of the day. These are results of contribution of better strategic planning which in turn contributes towards business prospects. Thus prior strategy planning leads business firm achieve leadership in market. Use of Digital technology will help in innovation and creativity. The research paper focuses on the challenges and its impact on manufacturing industries business environment. The key Strategies to be highlighted from the research paper is:

- Technological aid in legitimizing business.
- How versatile employee has become the need of the hour for every organization.

- How advent of Digitization impacts manual operation practices.
- Better strategic moves like merger, acquisition, diversification etc will be focused.
- Business friendly Government policy like deregulation, free trade policy, labour intensive policy etc., will play positive role.

**Keywords** – Globalization, stakeholders, combustible, trend, digitization, strategies, multi-skilling, automation etc.