

## **An Investigation on the Influence of Technology on the Strategic Management and on the Human Resources of Industrial Enterprises? A Case Study on Metal-Mechanics Industries on São Paulo State Segment**

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The globalization of markets impels enterprises to act according to new organizational patterns with different purposes and strategic objectives. Different amplitudes and levels of performance oblige enterprises to consider technology and indispensable component of strategic management, capable of making viable and strengthen its objectives in an external environment, together with market, through the offer of differentiated products of high aggregated values, as well as in an internal environment, where it acts, implementing and making viable its own managing process, through the integration of information or the systematic improvement of conditions and operational means. Such duality of strategic incorporation - in the product and/or process - leads to considering technology and indispensable element of managing in industrial enterprise.

Its amplitude comprehends several aspects that push the process of transformation in organizations and draw a complex picture that, if well understood, can contribute to a performance in higher ranks of competitiveness. Thus, administrators need a wider view of the importance of the diverse elements and components that interlace the organizational tissue and, specially, technology, whose influence will be pointed out in the present study. Only a holistic view and the understating of each individual and factors contribution will make viable the integrated analysis of the management system in this highly competitive environment of the global market. This is a case study on metal-mechanics industries on São Paulo State segment.