Re-reengineering the dream: agility as competitive Adaptability

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Abstract: Organisational adaptation and transformative change management in technology-based organisations is explored in the context of collaborative alliances. A re-reengineering approach is outlined in which a new competitive adaptability five-influence analysis approach under conditions of collaborative alliance, is described as an alternative to Porter’s five-forces competitive rivalry analysis model.

Keywords: adaptability; competition; collaboration; disruptive technological change; reengineering; paradigm change; manufacturing.


Biographical notes: Allan Mc Lay has, over the past 20 years, been the Program Director for the Master of Engineering (Management) and Master of Engineering (Quality Management) programmes in the School of Aerospace, Mechanical and Manufacturing Engineering at RMIT University, and previously Course Leader and Acting Head of School, Graduate School of Engineering, RMIT. Prior activity included 12 years in the TAFE Off Campus Coordinating Authority as a Manager Telematics, responsible for the introduction of satellite and terrestrial video-conferencing delivery for distance-mode vocational education in Australia and subsequent development of early online education delivery systems.

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