**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Course Learning Outcomes-Covered**

* Recognize the dynamics and the importance of managing technological innovation strategically. (LO 1.1)
* Explain of the concepts, models for formulating strategies, defining the organizational strategic directions and crafting a deployment strategy. (LO 2.2)

**Reference Source:**

**Textbook:-**

*Schilling M.A (2020),****Strategic Management of Technology Innovation (6th Edition)****. Mc-Graw Hill Education. Electronic Version: ISBN-13: 978-1260087956 ISBN-10: 1260087956, Printed Version: ISBN-13: 978-1260087956 ISBN-10: 1260087956*

**Case Study Weight:** 15 Marks

***Students are expected to refer to chapter 5 ‘Timing of Entry’ of their textbook along with the case study ‘UbarAIR’ mentioned in page number 95. Then they are required to do an extensive research on Uber and it's plans for UberAIR along with their innovation tactics and plans. UberAIR's potential competitors should also be researched thoroughly.***

***Based on the knowledge and information gathered by referring to the textbook and the students own thorough research; they are required to answer the below mentioned questions as per the instructions.***

***Note :-***

* ***Only reading the textbook will not be enough to score grades or answer the questions appropriately.***
* ***Do adhere to the word limit strictly, mere one or two sentence answers will not be entertained, they need to be supported with further explanation and facts.***
* ***It is mandatory to support each answer with at least two scholarly, peer-reviewed journals.***

**QUESTIONS:**

***Q1***- Give your opinion on the assumption- ‘Uber’s success in ride sharing would act as an advantage to meet its target returns and become market giant in Air Ride sharing. ***(2.5 Marks, Min words 200-250)***

***Q2***- Based on your above answer (answer of question 1), judge whether it would be a sustainable practice by Uber. Defend your answer. ***(2 Marks, Min words 200)***

***Q3***- Throw light on the current status of Uber Air’s commercial deployment initially targeted to be in 2023. ***(1.5 Marks, Min words 150-200)***

***Q4***- First mover advantage (Timing of entry) benefit Uber enough to risk such an ambitious project. Give your opinion and reason it. ***(1Marks, Min words 100)***

***Q5***- Will Uber be able to exploit Buyers Switching Cost? Examine With reference to chapter 5 of your textbook. ***(2 Marks, Min words 200)***

***Q6***- How will Uber’s timing of entry give it the advantage of ‘Preemption of Scarce resources‘? ***(2 Marks, Min words 200)***

***Q7***- Elucidate the four first mover DISADVANTAGES that Uber Air might encounter. ***(4 Marks Min words 350-400)***

**Directions:**

* All students are encouraged to use their own words.
* Use Saudi Electronic University academic writing standards and APA style guidelines.
* Use proper referencing (APA style) to reference, other styles will not be accepted.
* Support your submission with course material concepts, principles, and theories from the textbook and at least two scholarly, peer-reviewed journal articles unless the assignment calls for more.
* It is strongly encouraged that you submit all assignments into the safe assignment Originality Check prior to submitting it to your instructor for grading and review the grading rubric to understand how you will be graded for this assignment.