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Technology applied to business administration amidst the chaos of the globalized world.

Technology is applied in business administration during the chaos of the globalized world

Elisa Mathias Fialho; Email: elisamathias@email.com

Antonio Meneghetti; Faculty – AMF

Summary

Technology has played a fundamental role in business administration in a global scenario marked by economic instability, accelerated technological advances, and constant social changes. The globalized world imposes complex challenges on organizations, demanding quick, efficient, and strategic responses. This article aims to analyze the importance of technology applied to business administration amidst the chaos of the globalized world, highlighting its impacts on management, decision-making, and organizational competitiveness. The methodology used consists of bibliographic research, based on books, scientific articles, and materials available in digital media. It concludes that the adoption of administrative technologies contributes to the organization of processes, the reduction of risks, and the adaptation of companies to the demands of the global market.

Keywords: Technology. Administration. Globalization. Business management.

Abstract

Technology has played a key role in business management, especially in a global context marked by economic instability, rapid technological advances, and constant social change. The globalized world poses complex challenges for organizations, requiring fast, efficient, and strategic responses. This article aims to analyze the importance of technology in business administration amid the chaos of the globalized world, highlighting its impacts on management, decision-making, and organizational competitiveness. The methodology used consists of bibliographic research, based on books, scientific articles, and materials available in digital media. It is concluded that the adoption of administrative technologies significantly contributes to the organization of processes, risk reduction, and the adaptation of companies to the demands of the global market.

Keywords: Technology. Administration. Globalization. Business management.

1. Introduction

The contemporary business environment is characterized by rapid transformations. driven by globalization, technological advancement, and economic and social crises. These recurring changes create an unstable, often chaotic, environment that demands a lot from companies. greater capacity for adaptation and innovation.

In this context, technology applied to business administration becomes an element. essential for organizational survival. It ceases to be merely an operational tool and. It comes to occupy a strategic position in decision-making, process management, and construction. of sustainable competitive advantages (Chiavenato, 2020). Information systems, automation, Data analysis and artificial intelligence enable greater agility, precision, and integration between the organizational sectors, reducing costs, minimizing risks, and expanding responsiveness. to meet market demands.



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Furthermore, the strategic use of technology fosters more flexible management models. collaborative and data-driven, breaking with rigid structures inherited from paradigms. traditional administrative methods (Maximiano, 2018). Companies that incorporate technological solutions of A conscious approach, aligned with institutional objectives, tends to be more efficient. operational, improved customer relationships, and greater resilience in the face of uncertainty. external environment.

Therefore, technology applied to administration should not be understood solely as technical support, but also as a structuring factor in contemporary management, capable of redefining organizational practices, enhance results and ensure the competitiveness of companies in a An increasingly dynamic and unpredictable market.

2 Technology in Business Administration

In the context of administration, technology refers to the use of systems and digital tools. and innovative methods to improve organizational management. Its application occurs in various areas, such as finance, human resources, marketing, logistics, and strategic planning.

In this context, technology acts as an integrating agent, connecting information, People and processes, which allows for greater control, transparency, and efficiency in operations. Businesses. Through management software, digital platforms, and automated solutions, Managers can track indicators in real time, optimize the use of resources, and make decisions. More assertive decisions, based on concrete and up-to-date data.

Furthermore, the incorporation of innovative methods, such as data analysis and automation of The processes and the use of artificial intelligence contribute to reducing operational failures and increasing efficiency. productivity. These tools allow you to anticipate trends, identify opportunities for improvement and responding quickly to changes in the competitive environment (Vasconcelos, 2021).

Therefore, technology in business administration is not limited to operational support. but it assumes a strategic role in conducting business, promoting greater alignment between Organizational objectives, internal performance, and market demands.

3. The Chaos of the Globalized World and Organizational Challenges

The globalized world has expanded market opportunities, but it has also intensified the Competition and economic instability. Financial crises, pandemics, and international conflicts. They directly impact the management of companies.

In this scenario, organizations are facing increasingly complex challenges, which



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They require quick responses, continuous strategic planning, and a high capacity for adaptation.

Market volatility, coupled with the interdependence between economies, makes companies more vulnerable. vulnerable to external factors beyond their control, such as exchange rate fluctuations, interruptions in supply chains and unexpected regulatory changes (Chiavenato, 2020).

Furthermore, high-impact global events, such as health crises and geopolitical tensions, They impose the need for constant review of business models, human resource management policies, and... Business continuity strategies. Companies that maintain rigid structures and poorly managed processes. Flexible companies tend to suffer greater losses in this unstable environment.

Therefore, the chaos characteristic of the globalized world demands a different stance from organizations. A strategy based on resilience, innovation, and the intelligent use of information, in order to Transforming uncertainties into opportunities and ensuring long-term sustainability.

4 Benefits of Technology for Business Management

The application of technology in business administration offers benefits such as increased efficiency. in decision-making, reduction of operational costs, integration of sectors and increased competitiveness (Maximiano, 2018).

These benefits stem primarily from the technology's ability to centralize and organize. information, allowing managers to have a broad and accurate view of performance. Organizational. With the support of integrated systems, it becomes possible to monitor processes in real time. In reality, identify operational bottlenecks and implement corrective actions more quickly and efficient.

Operational cost reduction occurs through the automation of repetitive tasks, Optimizing the use of resources and reducing human error, which contributes to greater productivity and better use of time. At the same time, integration between sectors favors Internal communication eliminates rework and strengthens alignment between different areas of the company. (Vasconcelos, 2021).

In this sense, the strategic use of technology enhances the competitive capacity of organizations, enabling continuous innovation, improvement in the quality of products and services and Greater adaptability to the demands of an increasingly dynamic and demanding market.

Final Considerations

Technology applied to business administration plays an essential role in a In a globalized and unstable world, contributing to organizational efficiency, sustainability, and...



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The adaptability of organizations.

Given this context, it becomes evident that the adoption of technological solutions is no longer... It's not an option, but a strategic necessity for companies that want to remain competitive. and relevant. Technology enables more efficient, data-driven management and is capable of to respond to the constant changes in the external environment.

Furthermore, by promoting more sustainable, innovative, and integrated processes, technology It contributes to strengthening the organizational structure and building business models. More resilient. Companies that invest in a planned way and in line with their strategy tend to... to achieve good results in the long term.

Thus, technology applied to business administration is consolidating itself as an element. fundamental for organizational development, promoting not only operational gains, but also the capacity for adaptation and continuous evolution in a global scenario marked by uncertainty and complexity.

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