### SWOT Analysis

**Q3:** How should we assess the opportunities provided by technology to enhance research at UNCG?

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>Established reputation as a research intensive university</td>
<td>Cost of incorporating technology into research (data security, storage, management, etc.)</td>
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<tr>
<td>Sound technological capabilities/support</td>
<td>Institutional capacity (faculty and staff resources/time)</td>
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<tr>
<td>State of the art/digitally-equipped infrastructure (Global classroom, UNCG/Gateway video conferencing facilities)</td>
<td>Technological resources diffused across campus</td>
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<tr>
<td>Community Engagement Data Collection and Analysis (Collaboratory)</td>
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</tbody>
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**Opportunities**

- Big Data/Business Intelligence (Center for GIS, Data-driven evaluation services, etc.)
- Fee for service community-based research webinars/tutorials
- Solidify leadership position in digital humanities/open access initiatives
- Collaborations with business locally and globally
- Virtual laboratories to alleviate space/time constraints

**Threats**

- Financial sustainability of community-based research initiatives
- Data breaches
- Intellectual Property issues
- Loss of focus on teaching/learning
- Peer, elite and for-profit competition
- System/legislative mandates

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**Criteria Examples**

- Advantages of proposition?
-Capabilities?
- Competitive advantages?
- USP’s (unique selling points)?
- Resources, Assets, People?
- Experience, knowledge, data?
- Financial reserves, likely returns?
- Marketing - reach, distribution, awareness?
- Innovative aspects?
- Location and geographical?
- Price, value, quality?
- Accreditations, qualifications, certifications?
- Processes, systems, IT, communications?
- Cultural, attitudinal, behavioural?
- Management cover, succession?
- Philosophy and values?

- Disadvantages of proposition?
- Gaps in capabilities?
- Lack of competitive strength?
- Reputation, presence and reach?
- Financials?
- Own known vulnerabilities?
- Timescales, deadlines and pressures?
- Cashflow, start-up cash-drain?
- Continuity, supply chain robustness?
- Effects on core activities, distraction?
- Reliability of data, plan predictability?
- Morale, commitment, leadership?
- Accreditations, etc?
- Processes and systems, etc?
- Management cover, succession?

- Market developments?
- Competitors’ vulnerabilities?
- Industry or lifestyle trends?
- Technology development and innovation?
- Global influences?
- New markets, vertical, horizontal?
- Niche target markets?
- Geographical, export, import?
- New USP’s?
- Tactics: eg, surprise, major contracts?
- Business and product development?
- Information and research?
- Partnerships, agencies, distribution?
- Volumes, production, economies?

- Political effects?
- Legislative effects?
- Environmental effects?
- IT developments?
- Competitor intentions - various?
- Market demand?
- New technologies, services, ideas?
- Vital contracts and partners?
- Sustaining internal capabilities?
- Obstacles faced?
- Insurmountable weaknesses?
- Loss of key staff?
- Sustainable financial backing?
- Economy - home, abroad?