

Navigating the Landscape of Horizontal Technology Transfer: An In-Depth Analysis of Opportunities and Challenges



Idea:

This thesis seeks to unravel the complexities surrounding horizontal technology transfer by exploring the opportunities and challenges inherent in the exchange of technology between organizations operating in distinct industrial sectors. Through an in-depth exploration of qualitative expert interviews and a thorough review of relevant literature, this research aims to provide a nuanced understanding of how horizontal technology transfer influences innovation, industry growth, and competitiveness across dissimilar domains.

Study design:

Qualitative Expert Interviews

Relevant Literature:

Bengoa, A., Maseda, A., Iturralde, T. & Aparicio, G. (2021). A bibliometric review of the technology transfer literature. *The Journal of Technology Transfer*, 46:1514–1550
Simms, C., & Frishammar, J. (2024) Technology transfer challenges in asymmetric alliances between high-technology and low-technology firms. *Research Policy* 53
Grosse, R. (1996). International Technology Transfer in Service. *Journal of International Business Studies* , Vol. 27, No. 4, pp. 781-800