

Navigating Challenges in Horizontal Technology Transfer: A Comparative Study of Large Firms and SMEs in Unrelated Industries



Idea:

This master's thesis investigates the different challenges faced by large companies and small to medium-sized enterprises (SMEs) in horizontal technology transfer between unrelated industries. Through a systematic literature review, the key obstacles for both company sizes are analyzed and compared. The aim is to identify the specific success factors that facilitate technology transfer for large companies and SMEs. Based on the findings, tailored recommendations will be developed to overcome the hurdles in technology transfer and enhance the effectiveness of strategic alliances.

Study design:

Systematic literature review

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

Grant, R. and Baden-Fuller, C. (2004). A Knowledge Accessing Theory of Strategic Alliances. *Journal of Management Studies*, 41:1

Simms, C., & Frishammar, J. (2024) Technology transfer challenges in asymmetric alliances between high-technology and low-technology firms. *Research Policy* 53