

## Abstracts

*Technology transfer research is the study of a transaction or a process through which technological know – how is transferred between businesses or agencies representing businesses. The conceptual model focuses on the technology transfer which the collaboration takes place because the collaboration is not simply on acquisition of knowledge but also on its integration with other attribute of business.*

The paper reviews the literature of transmission of technological knowledge in the context of collaboration process. It focuses on an association between technology transfer and its effectiveness when cultural difference has come into consideration. A set of two main independent variables consist of six components, competitive significant, complexity, codifiability, intent to learn, adaptability to knowledge, and transparency of partner effected.

Data were collected from 50 firms in electronics and electrical field in BOI (Board of Investment) database. Questionnaires were sent to the key respondents who were the stakeholders experienced in any forms of technological knowledge acquisition either by training or learning methods.

The results of the study indicates that the absorption of new technologies is often constrained by the lack of indigenous skills to adapt the technology to local conditions. Such complexities and difficulties inherent in working across disciplinary and organizational boundaries has become an important factor for the technology transfer project. The effectiveness of technology transfer requires the strengthening of

two crucial elements of the process. The call for the provision of support to user-enterprise to facilitate the evaluation of technological options in the context of their own identified needs; and access knowledge-based skills to address firm's adaptation and upgradation needs.

