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## Technology Transfer in Strategic Alliances: Competitive Collaboration and Organizational Learning

VLADIMIR PUCIK

### TECHNOLOGY TRANSFERS AND COMPETITIVE COLLABORATION

In the late 1980s, one of the striking patterns in global competition was the rapidly growing number of interfirm cross-border coalitions. While such ventures are intrinsically difficult to manage (Killing, 1983), many experts argue that as business risks soar and competition grows more severe, alliances among firms from different countries are becoming one of the key strategic responses to the emerging patterns of competition: companies are expected to rely on international alliances with increasing frequency (Perlmutter and Heenan, 1986; Harrigan, 1984; Ohmae, 1985).

Many of the new alliances, whether equity joint ventures or nonequity deals, involve some aspect of technology transfer. In contrast to traditional joint ventures or licensing arrangements—in which technology was often transferred from a large multinational to a small local partner who played only a marginal role in the execution of the global strategy pursued by the multinational firm—the new type of alliances often involves an intensive technological cooperation beyond the scope of the local market.

Strategic alliances involving transfer of technology can take many forms: technical exchange and cross-licensing, coproduction and marketing agreements, joint product development programs, or stand-alone joint-venture firms with equity distributed among the partners (Root, 1988). Although the specific deals vary in motivation, scope, and duration, they all involve leveraging the current competitive advantage of the collaborating firms. Some partnerships combine the superior design technology of one of the partners with the efficient manufacturing of the other partner to outsourcing of product development using local engineering capacity. Partners join to diversify the risks inherent in developing new technologies, or to take advantage of the complementary nature of each partner's development skills.

# Technology Transfer In Consortia And Strategic Alliances

**A Loxley**



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