

An evaluation of learning and innovation through strategic technology alliances in Malaysian manufacturers

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ABSTRACT

This paper examines the relationship between organisational learning (absorptive capacity, nature of strategic technology alliances and learning environment) and innovation adoption (relative advantage and ease of use) in strategic technology alliances (STAs) with organisational performance. It also explores if technology transfer has a mediating effect on the outcomes. The results are based on survey data from 335 manufacturing organisations in Malaysia that have engaged in STA. This study which utilised Structural Equation Modelling (SEM), establishes that Malaysian manufacturers need to foster organisational contexts that are conducive for developing learning abilities as well as their technical knowledge and capabilities, in order to achieve superior manufacturing performance.

Keywords – Strategic technology alliance, technology transfer, organisational performance, organisational learning, Malaysia