

# **Exploring Technology Transfer and New Product Development through Organisational Learning in Strategic Technology Alliances**

Juhaini Jabar\*, School of Management, University of South Australia, GPO Box 2471, Adelaide SA 5001, (+61) 8 83026034, [Juhaini.Jabar@postgrads.unisa.edu.au](mailto:Juhaini.Jabar@postgrads.unisa.edu.au)

Claudine A. Soosay, School of Management, University of South Australia, GPO Box 2471, Adelaide SA 5001, (+61) 8 83026034, [Claudine.Soosay@unisa.edu.au](mailto:Claudine.Soosay@unisa.edu.au)

## **ABSTRACT**

*This study examines the effects of organisational learning on technology transfer and new product development using data collected from 335 manufacturing organisations in Malaysia engaging in strategic technology alliances (STAs). The constructs utilised to evaluate organisational learning are absorptive capacity, nature and type of alliance, and learning environment. The results indicated that all three constructs significantly predict technology transfer. However only absorptive capacity showed strong positive support for new product development. The findings of this suggest that firms should consider their strategies and learning objectives when embarking on collaborative relations, as these can result in technological competencies and ultimately the capacity to develop new innovative products in the manufacturing industry*

**Keywords: Strategic alliances, organisational learning, technology transfer, new product development.**