

The main aim of the project is to broaden knowledge in basic research in the field of economics and economics of innovation through the creation and verification of the model of the impacts of technology transfer on the competitive advantage of enterprises. The project will be determined by the impact of technology transfer on the competitive advantages of enterprises. Research conducted under the project will complement the theoretical gap in the impact of technology transfer on the competitiveness of enterprises, especially noticeable in research on the impact of the technology transfer on obtaining by enterprises competitive advantages.

For the purpose of the project technology transfer has been divided due to the source of the technology for vertical and horizontal. Competitive advantage have been divided according to the most popular concept of M.E. Porter, distinguishing two main bases and the corresponding advantages, that is the advantage of cost leadership and the advantage of differentiation. The project will examine the impact of specified vertical and horizontal channels of technology transfer on competitive advantages enterprises, cost and differentiation. Under the project will be developed and verified a research model for defining dependencies between channels of technology transfer and competitive advantage of enterprises. For the purpose of verification of the model as part of the project will be carried out quantitative empirical study covering a sample of 300 companies, case studies and individual in-depth interviews conducted during foreign study visits.

Undertaking the project subject results from the fact that polish companies are low competitiveness. The stage of development of polish enterprises shows also a low level of their innovativeness, what directly influences difficulties in getting a competitive advantage by the company. Innovation is one of the primary sources of achieving competitive advantage among enterprises. With the increase of innovativeness of polish enterprises it will also be increase of competitiveness of whole polish economy, in the conditions of globalization and the fast growing technological progress. Enterprises to develop dynamically need innovations. The low innovativeness of enterprises is affected by a slight possibility of active participation in the process of initiating innovative activities with own companies resources. On the other hand, the level of innovativeness and competitiveness of polish enterprises and thus, the whole country largely depends on the scale of diffusion of innovations.

This possibility gives technology transfer. Through technology transfer companies are able to meet the demands of the market and international competition. Technology transfer is a part of the complex process of innovation and is implemented via various channels that allow the flow of scientific and technological knowledge between science and industry and vertically between enterprises. Also, technology transfer mechanisms play an important role in the development of companies, as well regions and entire economies.