

Effect of demographic characteristics on the relationship between technology transfer and organizational performance: A study of medium and large manufacturing firms in selected industries in Kenya

Abstract:

This article is based on the findings of a study that sought to establish the moderating effect of an organizational demographic variable on the relationship between technology transfer and organizational performance. The relevant population for this study comprised medium and large multinational and indigenous manufacturing firms in selected industries Kenya. Three categories of the consumer manufacturing firms were considered, namely (i) firms dealing with edible oils, (ii) firms dealing with soaps and detergents, and (iii) firms dealing with beverages (both alcoholic and non alcoholic drinks). The response rate out of the 67 firms identified was 51%. Findings of the study showed that demographic characteristics of a firm have negative influence on the relationship between technology transfer and both the efficiency as well as financial viability as indicators of performance. However, the effect of demographic characteristics of a firm on the relationship between technology transfer and relevance is positive, implying that while technology transfer enhances a firm's relevance, this is only true for the young and/or smaller firms. Relevance for the older and/or bigger firms may have more to do with the characteristics than technology transfer.