

UNIVERSITI TEKNOLOGI MARA

MANAGING EXPECTATIONS, ISSUES AND CHALLENGES OF
TECHNOLOGY TRANSFER IN A MALAYSIAN-FRENCH
JOINT VENTURE COMPANY

AZMAN AMARASHIKIN
ROSLAN YUSUFF
CLARENCE JEWS

MASTER OF BUSINESS ADMINISTRATION
FACULTY OF BUSINESS MANAGEMENT
MAY 2010

ABSTRACT

This study entitles “Managing Expectations, Issues and Challenges of Technology Transfer of in a Malaysian-French Joint Venture Company” is a descriptive quantitative and qualitative study with the objectives of: (i) To identify the general strategy of technology transfer of in a Malaysian-French Company; (ii) To find out the expectations of the JV company’s managers and operation personnel of the outcome of the joint-venture; (iii) To determine the issues and challenges of technology transfer faced by managers and operation personnel in the JV Company; (iv) To determine the relationship between expectation for success and issues and challenges of technology transfer faced by manager and operation personnel in the JV Company; and (v) To provide recommendations on how to improve technology transfer in the JV Company. The study was carried out at Sapangar Bay, Kota Kinabalu, Sabah involving all 40 staffs comprising of 16 French Expatriates (the experts, technology donors) and 24 Malaysian engineers/managers (technology recipients). Survey using self-constructed questionnaire and semi-structured interview were used to gather data. SPSS Version 16.0 was used to analyze data with descriptive and inferential statistics. Results showed that the 75% of respondents expected the technology transfer to fail and cultural differences and communication were the main issues/challenges faced by staffs in this JV. It was recommended that cultural conflict management through training and adoption of an organizational culture that recognize diversity should be in place, along with effective and efficient communication programs. Further studies were recommended to measure the JV performances and validity of the time frame (3 years) for successful joint venture to happen.

ACKNOWLEDGEMENT

First and foremost, we offer our sincerest gratitude to our advisor, YBhg Prof. Dr, Abdul Rahman Deen, who has supported us throughout this research with his patience and knowledge whilst allowing us the room to work in our way. We attribute the level of this Masters degree to his encouragement and effort and without him, this research, too, would not have been completed or written. One simply could not wish for a better or friendlier advisor.

In completing this research, we are indebted to Mr. Nurshahril Halem Iskandar Bin Abdul Halem, Human Resource Manager of the Malaysian-French JV Company, who have been helpful to provide us with relevant information pertaining to the joint-venture in this company. His willingness to share information and enlightening us with the issues and challenges faced by the JV Company is greatly appreciated.

During the course of completing this research, we have been blessed with a friendly and cheerful group of respondents who willingly contributed their genuine perceptions about joint venture at the target company. Their contribution to this research has illuminated us of the various constraints and their unwitting spirit to see this through. We are truly indebted to them and for that, we extend our sincerest gratitude to each and every one of them.

We are also thankful to have the support and continuous guidance from our course mates; without them, we would have been confused and unclear of the ultimate goal. Not forgetting, we extend our thoughtful thanks to our family and friends who put their trust in our capability to see this through and for their patience, prayers and support as we struggle to the finishing line.

Thank you everyone!

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