

BUSINESS MODELS FOR INCREASING TECHNOLOGICAL TRANSFER EFFECTIVENESS

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Rezumat. *Prezenta lucrare este dedicată analizei recomandărilor destinate creșterii eficienței activității organizațiilor (centrelor) de transfer de tehnologie din ReNITT, prin utilizarea instrumentelor specifice modelelor de afaceri de tip Canvas, asociate lanțului valoric al transferului de cunoaștere aplicat serviciilor cu valoare adăugată adresate clienților și în acord cu cerințele unei strategii perfecționate continuu, de creștere a competitivității, prin evaluarea corectă a concurenței.*

Abstract. *The present paper is devoted to analyze the appropriate recommendations to increase the effectiveness of technology transfer organizations (centers) from ReNITT, by using the specific instruments of Business Model Canvas, associated to the technological transfer value chain for the value added services addressed to their clients and according to a continuously improved competitive strategy over competition analysis.*

Keywords: Business Models, Technology Transfer Centers, Contingent Effectiveness Model, Technology Transfer Value Chain, Technology Readiness Level

1. Introduction

The first step in creating a sustainable and healthy Technological Transfer – TT mechanism is to define the “technology” which will be transferred [1]. The focus must be set on technology as an entity, not as a science or a study of the practical industrial arts and certainly not any specific applied science. The transfer object, the technology, must rely on a subjectively determined but specifiable set of processes and products. Focusing on the product is not sufficient to the transfer and diffusion of technology. It is not merely the product that is transferred but also knowledge of its use and application. For technologies that exist in considerable variation, one faces a challenging task of demarcating the transfer

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