

عنوان مقاله:

Presenting a Competitive Advantage-Based Technology Transfer Model Through a Grounded Theory Approach

محل انتشار:

فصلنامه مدیریت نوآوری و رفتار سازمانی، دوره 3، شماره 3 (سال: 1402)

تعداد صفحات اصل مقاله: 9

نویسندگان:

Pooneh Ahmadi - PhD Student, Department of Technology Management, Rudehen Branch, Islamic Azad University, Tehran, Iran

Abbas Heidari - Assistant Professor, Business Management Department, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Elsa Shokrollahpour - Assistant Professor, Department of Production and operations Management, Science and Research Branch Branch, Islamic Azad University, Tehran, Iran

خلاصه مقاله:

Objective: In today's world, the aviation industry has become one of the most significant industries globally due to the ever-increasing global population and the rising demand for air travel. To enhance efficiency, reduce costs, and improve passenger experience, airline companies are seeking to transfer technologies based on competitive advantage and utilize big data to better their processes and decision-making. The current research aims to present a competitive advantage-based technology transfer model grounded in the grounded theory approach. Method: The research methodology employed is qualitative, based on the grounded theory strategy. Deep interview techniques were used for data collection. Through purposive sampling, theoretical saturation was achieved after ۱۱ in-depth interviews. Findings: The grounded theory approach in this study entailed three coding stages: open, axial, and selective, identifying ۲۲ general categories within a paradigm including causal conditions, context, intervening conditions, core categories, strategies, and outcomes. Conclusion: The results indicate that in today's competitive business environment, airline companies are looking for ways to increase efficiency, improve passenger experience, reduce costs, and achieve a competitive advantage. To achieve such goals, the transfer of data-based technologies and competitive advantage is proposed as a significant strategy.

Objective: In today's world, the aviation industry has become one of the most significant industries globally due to the ever-increasing global population and the rising demand for air travel. To enhance efficiency, reduce costs, and improve passenger experience, airline companies are seeking to transfer technologies based on competitive advantage and utilize big data to better their processes and decision-making. The current research aims to present a competitive advantage-based technology transfer model grounded in the grounded theory approach. Method: The research methodology employed is qualitative, based on the grounded theory strategy. Deep interview techniques were used for data collection. Through purposive sampling, theoretical saturation was achieved after ۱۱ in-depth interviews. Findings: The grounded theory approach in this study entailed three coding stages: open, axial, and selective, identifying ۲۲ general categories within a paradigm including causal conditions, context, intervening conditions, core categories, strategies, and outcomes. Conclusion: The results indicate that in today's competitive business environment, airline ... companies are loo

کلمات کلیدی:

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1932604>



