

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

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## Editor

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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

The introduction sets the stage by emphasizing the importance of sustainable competitive advantage through technology in a dynamic market environment. However, it would benefit from a more detailed discussion of the specific challenges companies face in technology transfer and how these challenges impact their competitive positioning. Elaborate on the gaps or inefficiencies in current technology transfer practices and the need for a new model to address these issues.

The introduction mentions the significance of possessing state-of-the-art technologies but could further clarify why a grounded theory approach is particularly suited to developing a technology transfer model. Provide a rationale for choosing grounded theory as the methodology, including its potential to uncover deep insights into technology transfer processes that are not well-understood or documented.

Highlight the theoretical and empirical gaps that your study aims to fill, focusing on how technology transfer contributes to sustainable competitive advantage and the shortcomings of current models.

Describe the process of data collection (e.g., interviews, document analysis), sample selection, and the iterative process of data analysis leading to theory development. Clarify how this approach enables the identification of key components of the technology transfer model.

Authors revised the manuscript.

### 1.2. Reviewer 2

Reviewer:

The evaluation of the technology transfer model's effectiveness is crucial. Outline the criteria used to assess the model's validity and its capacity to enhance competitive advantage through technology transfer. Discuss any pilot testing or case studies conducted to evaluate the model in real-world settings.

The findings should provide a comprehensive analysis of the model's impact. Detail how the model addresses the identified challenges in technology transfer and its effectiveness in improving competitive advantage. Include feedback from industry practitioners who have applied or assessed the model.

The discussion should offer strategic insights for companies seeking to enhance their competitive advantage through technology transfer. Highlight practical strategies derived from the model for managing and implementing technology transfer processes. Discuss the implications for companies in various industries or stages of growth.

Authors revised the manuscript.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.