

The Influence of Knowledge Transfer Types of Projects and Organizational Learning on Project Performance – a Case of Ta

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ABSTRACT

Recently, when Taiwanese firms invest and operate in China, to accumulate experience of Taiwanese firms' multinational operation depends on the relative knowledge transferred from developed countries. By the way, it goes without saying that the issues of knowledge transfer are so important for Taiwanese firms to run in China. The research try to construct five types of knowledge transfer with organization learning, to discuss the influence of the project performance. And the research illustrates with cases of of Taiwanese manufacturers. The results are as following : 1. The types of knowledge transfer used in multinational knowledge transfer project do not have significant influence on the project performance. When Taiwanese firms run the projects, they will spare no effort to complete them and achieve their goals. Therefore, the types of knowledge transfer have no influence on the project performance. 2. The deeper the organizational learning of Taiwanese firms' knowledge transfer, the better the project performance. 3. The types of knowledge transfer of Taiwanese firms and organizational learning have significant influence on the project performance. When the Near Transfer projects harmony with better organizational learning, they would have better project performance than the Expert Transfer, the Serial Transfer, the Far Transfer, and the Strategic Transfer ones

Keywords : Knowledge Transfer ; The types of Knowledge Transfer ; Organizational Learning ; Project Performance

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