

## **Commercializing Technological Inventions: The Theoretical Model of Impact of Technology Characteristics and Psychological Elements on Intention of Venture Creation and Technology Transfer in Developing Countries**

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### **Abstract**

The focus of the study is to understand the factors affecting the intentions of inventors to commercialize their inventions leading to new venture creation or technology transfer in developing countries. The overall aim of the study is to build a theoretical framework which relates the characteristics of technology, the experience and psychological elements to the intention of commercializing invention. In order to achieve the aim of the study, a literature review combined with observational research is employed. The theoretical basis of the study consists of Teece (1986)'s approach and Theory of Planned Behavior (TPB). The research framework takes into consideration particular features of Vietnam where a subsequent empirical study is proposed to conduct on a sample of inventors. A questionnaire survey will be designed based on the variables given. The results of the theoretical research reveal the anticipated findings on the interrelation between investigated factors and the commercialization process of inventions in developed countries.

**Keywords:** Commercialization, entrepreneurial intentions, invention

**Jel Codes:** O31, O32, O53

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