

Chapter 18

Major Challenges in Knowledge Transfer and Research Excellence in Higher Education Institutions

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ABSTRACT

Higher education institutions aim at contributing to the society's development. For this reason, it is essential to overcome any challenges related to knowledge transfer and research excellence in these institutions. In order to understand the nature and consequences of these challenges, the study examined the impact of knowledge transfer in higher education institutions on society. At the same time, the moderating role of research excellence in higher education institutions between knowledge transfer and society was explored. The researcher conducted an online survey to achieve the research objectives. The study revealed that knowledge transfer in higher education institutions has a significant positive impact on society. It also found out that research excellence in higher education institutions moderates the relationship between knowledge transfer and society. Based on these findings, the research presented recommendations for improving knowledge transfer and promoting research excellence.

1. INTRODUCTION

According to Rosowsky (2022), great universities are recognized by their ability to carry out research, discover, teach and engage. Higher education institutions contribute to the social and economic development of countries through their two missions; teaching and researching as by Ruoying Zhou & Puay Tang (2020).

Based on Akintunde (2007), knowledge transfer is involved with transferring skills and research results between other research organizations, universities and business communities with the aim of developing innovative services and products.

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In accordance with Kanning & Meyer (2022), knowledge transfer by universities to different fields such as economic and social ones have gained importance especially in today's world that emphasizes the value of knowledge in both society and economy. It is one of the distinct universities' tasks and a joint knowledge production, as well as an exchange process between science and society. Consequently, excellence in any field can only be achieved through research excellence as per Singh (2013).

1.1 Problem Statement

Today's university's role is not only limited to a traditional one which is teaching and research, it also extends to providing service to society through knowledge transfer. This contributes in the transformation of societies through the generation of new knowledge and sharing it with the society.

Many higher education institutions face challenges in achieving successful knowledge transfer and research excellence. Due to their significant value in making a difference in today's modern economy, global business world and society, higher education institutions are required to be strongly committed towards these tasks and overcome any challenges that prevent a successful knowledge transfer and research excellence within a competitive environment.

1.2 Aim of the Study

This study investigated the major challenges existing in knowledge transfer and prevent the achievement of research excellence in higher education institutions. In order to understand the nature and consequences of these challenges, the study examined the impact of knowledge transfer and some of its types (licensing, people, videos, publications & events, peer learning and consultancy) in higher education institutions on society. At the same time, the moderating role of research excellence in higher education institutions in the relationship between knowledge transfer and society was explored.

Furthermore, recommendations are presented for the improvement of knowledge transfer and fostering of research excellence in higher education institutions.

1.3 Research Objectives

The research objectives are to explore the major challenges in knowledge transfer and research excellence in higher education institutions. Moreover, other objectives include the following:

- To examine the impact of knowledge transfer in higher education institutions on society.
- To explore the moderating role of research excellence in higher education institutions in the relationship between knowledge transfer and society.
- To provide recommendations for the improvement of knowledge transfer and the promotion of research excellence.

1.4 Research Questions

To answer the following questions:

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