



**„ANALYSIS OF THE KEY FACTORS AND ACTORS, PLAYING ROLE IN SUCCESSFUL TECHNOLOGY  
TRANSFER (TT) AT THE UNIVERSITIES IN THE CZECH REPUBLIC AND NEW APPROACHES TOWARDS  
EFFECTIVE IMPLEMENTATION OF THE NATIONAL RESEARCH AND INNOVATION STRATEGIES“**

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## *Abstract*

*The research project focuses on process of technology transfer that normally materializes through incremental changes and adaptation of behavior of its key actors. These incremental adaptations in behavior of the key actors then result into bringing the innovation to the market and the society and in a long term support its sustainable development. In perspective of the public policy therefore the technology transfer and its cultivation represents a public interest of a highly interdisciplinary nature, and that is how it is being studied within the research project. Interdisciplinarity of the research problem is further projected into the selection of research methodology that uses approaches of several disciplines. Interdisciplinarity of the research problem is also accented within the approach towards the analysis of the key actors, whose structure and needs are examined by using qualitative as well as quantitative approaches.*