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Paper

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A Study on the Academy/Industry Strategic Alliance to Promote Aviation Technology in Taiwan

The ambitious program, initiated by the Ministry of Education (M.O.E), to form a national strategic alliance among academies and corporations was carried out to promote aerospace technology education in Taiwan. More than twenty schools have participated in the program, which infrastructure was organized in three levels, namely, the program office, resource centers and partner schools. Meanwhile, most of major aviation corporations in Taiwan also join the alliance. Great diversity, which implies the possible existence of confliction, has been found among the alliance members in many aspects, such as goals, motivation, discipline, capacity, facility, historic background and so on. The alliance faces the great challenge in performing the cooperation projects effectively.

The alliance concept originates from the paradigm of strategic alliance in industrial sectors. By using the expert-interview and questionnaire survey, the paper empirically analyzes the operation of the academy/industry strategic alliance based on management theories, basically cost translation, strategic behaviors and organizational learning. The study aims to explore the several factors such as information/resource sharing, partner capacity, partner devotion and their influences on confliction, satisfaction and trust among the alliance partners. Those constructions also affect the performance of the alliance and future intention of partner schools in collaboration. It is shown that not only the enthusiasm of individual educators but also the trust and commitment from the partner schools, departments and corporations are required to guarantee the success and long lasting of the academy/industry strategic alliance. The paper further addresses the issues on cross-discipline, inter-school and academy-industry jointed activities that intensify the perception of partner schools on trust and commitment to the strategic alliance. The success of the alliances also rests on the whole-scale participation of both faculty members and students from all partner schools. The results in this study help M.O.E in decision-making and maintain the long-term cooperation relationship among the alliance partners.