

# Technology Transfer in Nurturing the Manufacturing Sector -Focusing on Global Marketing Perspective as the Engine of the Economic Growth of Japan

Theophilus Asamoah  
Kanagawa University, Japan

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## Key words

Technology transfer, manufacturing industry, global marketing, economic growth, Japan, United States, NIES countries, advanced countries

## Abstract

*The study presented in this paper look into the role of international transfer of technology as an engine of growth of the Japanese economy. The focus on global marketing is an attempt to determine the main factor or at least the prime factors which drove the Japanese economic growth. Economic growth is often regarded as a complex endeavor but the ability to identify the core elements of such a growth permits the effective and efficient allocation of resources.*

*This study is being undertaken by constructing models based on existing facts from literature, including books, publications, articles and statistics among others. A model of the conditions under which the economic growth of Japan was achieved is presented. This model is further elaborated by applying the framework of growth mechanism of Japanese manufacturing companies through technology transfer.*

*Although it is concluded that the economic growth of Japan took place through a global marketing approach, the conditions under which this growth occurred is not the same as the global environment faced by current manufacturing companies. Future research will have to present a model of regional and global environment with measurable attributes which can lead to economy growth.*

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