

# Knowledge Alih Effectiveness: The Role of Strategic Keselarasan and Its Antecedent

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## ABSTRACT

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University-industry collaboration is increasingly recognised as a means of driving innovation through knowledge transfer. This requires adapting strategies based on alignment and investing in enabling capabilities to better serve the needs of partners. While the significance of alignment in UIC has been acknowledged, little research has investigated this issue. This study seeks to investigate the impact of strategic alignment on the efficacy of knowledge sharing between universities and industries, and to identify the factors that facilitate the establishment of strategic alignment. Based on a survey conducted among 126 collaboration projects between universities and industries in Indonesia using a structural equation model with SmartPLS 3 software. This study affirms that strategic alignment is crucial to the success of such collaboration projects, albeit at the team level. This study emphasises the significance of team members possessing cognitive knowledge rather than solely relying on personality. Furthermore, the study discovered that trust and tie strength play a crucial role in team factors, while operational and cultural compatibility positively influence organisational factors. In contrast to the initial assumptions, this study was unable to substantiate the impact of understanding, strategic flexibility, and balancing commitments on strategic alignment.

**Keywords:** University-Industry Collaboration, Knowledge Transfer, Personality Trait, Causal Ambiguity, Tie Strength, Shared Understanding, Strategic Flexibility, Balancing Commitment, Cultural And Operational Compability