

An Innovation Knowledge Game Piloted by Merger and Acquisition of
Technological Assets: A Case Study

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Abstract

Mergers and Acquisitions (M&A) play a significant role in technological strategic deployment. This case study describes a methodology applying two-stage grey decision-making to help businesses recognize the role of technology in creation of wealth to acquire opportunities for technology push. The study results show that the application can effectively assist corporations in controlling selection of technological assets and tailor a technological asset investment mode for them.

Keyword : Commercialization of technology; M&A of technology; Grey relational decision-making; Knowledge game