

There are no translations available.

Abstract As part of a new focus on sustainability, this study examines the effects of technological attributes, market potential, and environmental factors on the commercialization of technologies. A survey was conducted on two of Taiwan's promising sustainable high-tech industries—solar photovoltaic (PV) and light emitting diodes (LEDs). We found that if the technologies possess the specific attributes of innovativeness, genericness, simplicity, and compatibility, as required by the potential adopters, the level of market potential will be more favorable and technology commercialization (TC) probability will be higher. In addition, the results of regression analysis indicate that environmental requirements play moderating roles in affecting the relationships between market potential and TC probability. The empirical findings highlight the role of market potential as a mediator between technological attributes and the likelihood of commercialization. Furthermore, environmental factors moderate the influence of market potential on TC. The results of this study can provide firms' operations with insights into resource allocation, sustainable development, and competitive advantages in an intensely competitive environment.

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