**ANTECEDENTS AND IMPACTS OF COLLABORATION IN INNOVATION COMMERCIAASDFFLIZATION PERFORMANCE**

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Over the past decade, significant attention has been devoted to understanding the factors that influence the commercialization performance of innovations in the marketplace. Despite considerable research efforts, innovation commercialization rates remain concerningly low in many countries. Recent scholarly work suggests that successful innovation commercialization hinges on effective collaboration among the involved parties. While the importance of such collaboration is acknowledged, the dynamics between firms and innovators are not well understood. This study aims to enhance our understanding of innovation commercialization by predicting the antecedents of collaboration in innovation commercialization, examining the impact of collaboration on market performance and innovation survival, investigating the mediating role of collaboration, and determining the effect of transactional capacity on the relationship between collaboration and both market performance and innovation survival within the context of technology transfer. The research is framed using two theoretical perspectives: Transaction Cost Economics (TCE) and the Resource-Based View (RBV). These frameworks help explain both the mediating effects of collaboration and the moderating effects of transactional capacity. Data were collected via a survey of firms involved in innovation through technology transfer, yielding 104 usable responses. These responses were analysed using statistical procedures and the Partial Least Squares (PLS) technique, with SmartPLS 3.0 employed to validate the research model and test the hypotheses. The study confirms that collaboration is crucial for enhancing market performance and innovation survival. Key findings include a significant positive relationship between the degree of innovation uncertainty, asset innovation specificity, and collaboration, and positive significant effects of collaboration on market performance and innovation survival. Additionally, the study found a significant mediating effect of collaboration between the degree of innovation uncertainty, asset innovation specificity, market performance, and innovation survival. Transactional capacity significantly moderates the relationship between collaboration and innovation survival, but not between collaboration and market performance.The theoretical contributions of this research extend the current understanding of the collaboration model. Practically, the study offers insights and recommendations on how collaboration and transactional capacity can enhance market performance and ensure the survival of innovations in the marketplace.

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