

عنوان مقاله:

Towards an understanding of the commercialization drivers of research findings in Iran

محل انتشار:

هفتمین کنفرانس بین المللی مدیریت فناوری و چهاردهمین کنفرانس بین المللی آسیالیگس (سال: 1396)

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خلاصه مقاله:

Nowadays, research findings commercialization is so significant that universities and research centers have prioritized it in Iran and numerous countries. Nevertheless, in order to take better advantage of the research findings and successful commercialization, certain mechanisms should be designed. In this sense, the current study mainly aimed to identify and categorize research findings commercialization drivers in Iran and present it as an applied and comprehensive model. The current qualitative study was conducted in three stages: doing documentary studies, conducting interview, and using grounded theory. First, the existing literature was reviewed in order to extract the research findings commercialization drivers. Then, several interviews were conducted in order to identify additional drivers. The statistical sample consisted of 30 experts who were familiar with commercialization concepts through using purposive non-random sampling. Then, Grounded theory and final checklist of the research commercialization drivers were used to propose the conceptual framework. According to the results, the most important research commercialization drivers in Iran included: designing managerial mechanisms, creating Strategic alliances, modifying educational system, improving research structure, modifying contextual factors, creating supportive infrastructure, and strengthening researchers' positive individual characteristics.

کلمات کلیدی:

Commercialization, Research, Drivers, Grounded theory, Iran

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