COMMERCIALIZATION OF RESEARCH RESULTS

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Abstract

One of the major policy issues in most development programs in universities autonomy from the sale of centers of research and industrial innovation. This article was prepared with the aim of drawing attention to the commercialization of research results, the commercialization process within the university are discussed, and the key role of human resource management in the review of the literature effectiveness of business process is commonly in the explanation.

Keywords: commercialization of research results, human resource management, development, innovation, research team.

Introduction

Implementation of the policies and practices of higher education in the Fourth Development Plan approval and notification procedures in the profits from the sale of the participation of researchers are finding. (Gitelman, 2005) Macro policies and programs of higher education in the Fifth Development Plan indicate a definite role in educational institutions towards the teaching and commercialization of research results using them.

Now that the commercialization of academic research in higher education has become the dominant discourse expected in this mission, universities are the most effective way to strengthen and empower on the one hand, and of the National innovation reduction universities obstacles of commercialization on the other hand, to provide a reasonable understanding of the strategic importance of sales based on significant scientific potential of universities more effectively in the development of science and technology in hurry to move.

Human resource management includes ((attract, train, recruit and retain talented workforce to meet the goals, mission and strategy of an organization)) at the university as an organization can be very effective for small businesses and also validate the effectiveness of the University policy emphasis on scientific findings into commercial innovations to facilitate and accelerate the creation amazingly.

Commercialization of Higher Education

Commercialization process in which ideas or products resulting from academic departments, products, services and processes will become available in the market through which research findings are brought to market and finding new ideas or sale of new products and services or
technology worldwide, are developed. (Fakour, 2009) In other words, commercialization and research efforts of the university to work with the sales and profit goals related to further education and research with economic and social be pointed out.

Certainly entry into higher education, business and marketing their products and attention to customer needs and market criteria, resulting in his ventricle has some positive consequences, (Reports of National Education, 2005) opportunities and consequences of self-help productivity in the least expected of the most ideal heightened living standards (immune and safety), quality of life, wealth generation and economic growth will follow.

**Early Commercialization of University Research:**

In process commercialization of research projects must be chosen from scratch, not only technically but also business perspective has the highest potential. So, given the cost and time required for the commercialization of research, commercialization of the project, before the potential of the exact the allocation of time and resources is essential.

Supply of high quality value for firms that are expected to be purchased and converted to the innovation of scientific research team includes key elements. Researchers can work together in order to achieve the goals set out at the time as one of the requirements should be scrutinized.

In order to investigate the exact mechanism for attracting students to appropriate sales (an element of R) is designed to university. (World today compete to attract talent). Currently the most common method of evaluating the quality of scientific research references for research papers published rate, although the results are not perfect indicators, but the available data index of the International to assess the quality of research provide a. Core research team of the University, is considered an important part of human capital. Relying on the adoption of human resource management laws (written test and interview Scientific) for the uptake of this section is to enable the University.

Second, and one of the most sensitive and most complex stage of the commercialization of university research team is investigating the uptake of research accomplishments and supply in the market up to the final stages of the research team and its duty is support.

The research team had a golden rule is if the average of the two options, one major project development team and an average team with project team to select one large study, the best choice average project research team is great. (Turner, 1998)

In fact, the research team within the University research team interfaces rings buyers have investigated results in categories such as financial and commercial law, intellectual property management, marketing and the factors that add to the value of research and its success in trading play an important role in their activity. This team is a collection of financial management.

The research and development team to create a team of human resource management is important responsibilities.
The Role of Human Resource Management in the Commercialization of Research

Due to changes in the business world, the role of human resources must change. As the human resources department of mechanical factors were considered in the context of the organization's hiring, firing and training may bring help. The human resources department or perhaps a little beyond the administrative requirements were considered in this category. We have the human resources department is expected to add value to the organization, not just for the organization to create a cost-free basis to provide accurate estimates of manpower requirements and planning for it will not be possible commercial goals. In the first step, an inventory of human resources expertise and experience working with a prepared list of how to expand operations is examined. Human resource management activities to identify and attract the skills and abilities of a reassuring factor for buyers of leads. (Barghie & Paidaee, 2008)

Attract Funding for Basic Research, the Research Team:

Lack of access to financing at various stages of the research process early in the innovation literature as it is called seed investments,(Gitelman, 2005) commercialization of the challenge and it makes a lot of ideas that the capacity of bilateral relations between possesses are able to experience the Sale of. lack of financial resources to the valley of death is known at this stage.

The research team under difficult pass filter to attract top engineering university management, human resource development, research, media research team is working to acquisition maker to deliver the primary sources for and financial follow Methods investment from the Seed: (Danaie Fard, 2007)

1 - bedding for sale Continuing education and professional development of teachers in technical sales specialist services outside the university campus. (Turkey University is a modern university and high school technology considerable Kzablanka in Morocco was able to the obtaining required).

2 - Continuing efforts to define requirements for off-campus study, the research team to obtain credit and loans from governmental agencies and funds to support research. (Convergence, cooperation and interaction with institutions of joint financial facility for the research team to seed investment In fact, the study team prepared for buyers to research the exact meaning of a network is considered a technological - economic has something to offer).

3 - According to intellectual property rights, moral rights with respect to the (spiritual) and material research team. Follow these rights by the research team developed a psychological comfort for the research team to study the works more efficiently if the following patents and intellectual property to develop an income patent research and the research team is patent In fact, its purpose is to honor and support of research teams that are eligible for patent and innovation was significant in the subject heading to BA innovation the research team to financial resources, adding investments come seed University will use it.
Marketing:

Since 1990 the use of marketing methods and techniques were considered, a deep study about the reasons for the failure of many companies took a results show the inability taking advantage of the methods and techniques of marketing.

The research team of staff in the financial management of market potential (location, size, value, market, competitors and potential partners), as well as market growth rate of scores to measure the time factor of the market categories in the sale of the research team to scrutinize. This development followed the following information: (Bolurian, 1997)

1 - OBI new products or processes that are currently
2 - The market position
3 - The dollar value of specific markets.
4 - Total Market for international sales (sales volume and sales growth per year)
5 - Rival products
6 - Rival institutions and researchers
7 - Potential partners

Team success in the commercialization of research results and market penetration depends on several factors:

1 - Correct understanding of product management, marketing and market
2 - Defining a systematic approach to solving marketing problems.
3 - Knowledge and understanding of the key tools and techniques for effective marketing

The research team understands the market situation should consult closely with the research team in a circle real trend of the market (measured by actual consumer preferences) of the daily demand informed the research team would.

The trend in the market research team discovered that it would be a complete analysis and summary of the research team answers to these questions this trend in the market is long common? You just created? Size how big is the market?

The Role of Human Resource Management and Commercialization of Research Results in the Second Loop Dynamics

As mentioned, the research team developed an intermediate link between the research team and the fact that buyers play the results of expanding the manufacturing sector (purchase of) a large extent on in the management employees’ long-term beneficial relationships University. Following are the business centers. Little attention to the selection of the second ring
commercialization will create a negative impact on business process modeling, because the arrival of the first link (the research team) to take to the financial management of the field innovation and Numerousness of business of the face while truth phase damages phase of the innovation process, interfere with the marketing strategy. The fact that many of the university to prevent such harm Ratschyq research team to practice inside and outside the University will not hold up the second ring might reduce the potential negative impact on the commercialization.

**Motivation Theories in Management, Commercial Sponsor Favorable**

Today’s management theorists (Hasangholipour& Sharifee, 2008) in-service training for staff satisfaction while disregarding the needs of the range of emotional and financial obstacles to get to the good work they do. Problem in In this paper, the extent of ignoring the demands of the research team and the research team at the university's commercialization challenge is expected. Keeping faithful to the duties and responsibilities of team motivation theories is its attention to the more serious show than before.

**Financial Rewards:**

Financial rewards include a mechanism such as a share of income from intellectual property; this could be part of the surplus revenue as incentive salary supplement to increase university research team.

**Promotion:**

The research team developed a decision to hire permanent or temporary personnel are often promoted back to the topic, because you mentioned the activities of the development team to research time-consuming and for sale in the does not have a professional rewards therefore standing considering promotion is a necessity. For example, the University of the West Indies (BITS) is that the university has been working on changing the criteria for promotion, management and quality of universities that the increased commercialization of research results to up special programs in promoting such a decision rewards. During employees. The decision by a committee (including the university president, deputies and one member from outside the University) is performed.

Since the current system of reward and encourage research team including team investigating mechanisms such as sharing revenue derived from the commercialization of research results and the mechanisms in job evaluation (promoting annual, and to promote out of Scores) of in the universities, The rules established in this paper means less stress, but also in the context of other motivational factors such as providing outside the country and the opportunity of the studies in the media and the site is name of the team organizations can motivation in the context theories The research team also be useful.

**Conclusion**

Undoubtedly, the commercialization of higher education in which universities in order to gain acceptance for the recommendations of the Government's financial management as well as the income of the virtually the service of Daneshgahi or product literature according to non-Factors that influence the resources marketing recruit human experts in both the
reception staff, university researchers admit that they have an important role in research activities of the development team, cannot be useful the effectiveness of commercialization the same as buying.

Human resource management to assist in the commercialization of research results should not be applied to the structural and financial management team for the sale of most of duties such as potential evaluation not sell research, and the market registration and protection of the market and are impossible.

RESULTS: managing Technical and commercial Developments to optimize outcomes. Wipe Regional seminar on support services for inventors, and Research RESULTS.

Reference