

# Examining the Impact of Organizational Strategies for Commercializing the Results of University Research

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## **Abstract:**

King key of today world is creating value . it is a way of entering to the today working world and the main key of creation is joinery making and its values . in other words , joinery making is circle band between technology and bazaar . so paying attention to joinery making cause to do joinery making researches survey in university results and effective factors on universities ,. This research paid attention to the effect of organizational ways on joinery making in university researches . this research is descriptive analyzing and it include statistical sample with 78 person that its members are scientific members of Najaf Abad Azad University . they choice them accidently by SPSS and LISREL soft ware we survey the research question . research results show that there us significant relationship between joinery making and joinery making topic of research results in Najaf Abad Azad University.

## **Introduction**

King key of today's world is creating value . It is a way of entering to today working world and the main key of creation is joinery making and its values , in other words , joinery making is circle band between technology and bazaar . hidden knowledge is innovation and human being specialist , always had influence on economical development , but in recent decades they paid more attention to its importance . now , development countries economic is more than enough depended on production , propagation and development .

In Iran the necessities for innovation in structure , tasks and high role of education caused university be in front of two facts one of them is changing his research way depend on

more homogeneity with society needs and finding new income sources because of problems in increasing government credits . because of this they made forth program about development of joinery making and its work in both levels of university and high level .

By accepting the importance of knowledge and innovation in economical development , its logical result means that the high importance of making producing innovation depend on the knowledge in the society makes itself brilliant . the conclusion especially in the development countries makes important necessities in politician and playing programs . because of this in this research we paid attention to the effect of organizational ways on joinery making successes in university researches .

### **Research literature**

It is more than one decade that new universal knowledge economics had deep discussions about university entrance that their subject was university in a way that joinery making of university capitals is somehow un reject able which is made through social – economical development and later program success of societies.

Renalt ( 2006 ) says that one of the most important effects is transfer of in formation from university to economic – in joinery making process . transferee knowledge can be useful in producing prelisted products and processes. It is in this case that most of the important universities in an over the world , innovation transfer site , progress centers , research paiks and other joinery making centers have university innovations , in other words , progressive innovation and economical parts upon knowledge , are direct and important opportunities for indirect works in future . by government point of view universities and institutions are in front of thought and innovation so , income sources and working are important forces in economical development , this results mean that the high importance of marketing the capability of innovation depend on science made itself clear in the society too . This result specially in development countries made important necessities politician , preparative programs , and base making Ritan concluded that researchers who involved in joinery making should know joinery making as a valuable case and as an activity which is manageable . this understanding is in the trace of effects as persons background in the industry , training in management course , and creativity . in most cases supplying in surface is an effective power that they pay attention to it in university researches . Nord forth and et al. the effects which moves the joinry making as following: having clear way in joinery making, having law council, an opportunity far pretest of idea, making team, expert, accession of campanies which are under the control of university, innovation parks Powers in a research payed attention to the effective reasons which were good for knowledge the effect of joinrymaking sources.

He categorized them in four sets. In the first category there were financial sources which were divided into two sets "governments financial support and research and developments financial support".

In the category of physical sources they found out that having technical and medicine colleges are effective reasons, in the category of members quality of members training was affective and at least in the category of organizational sources a condition of university it means that it's private or public form were affective and concluded that privateness of a university can be an effective reason in joinery making of researches.

Results of some of the researches show that most universities look strategically to the transfer of innovation from university to industry. It means that they should pay attention to the set of exhibitional issues and rule making. Exhibitional issues are as following changing organizational works and key issues including making aims, and organizational ways which are priority of places for transferring innovation from university to the industry and joinery making. (Sigl and et al. 2003).

Sigl and et al (2003) by focusing on the universities categorize the reflective reasons in transferring innovation from university to the industry to three sets which are: internal institutions, environmental effects, and organizational effects.

Depend on their research main organizational cases are: rewarding system for members of scientific group who were involved in the process of transferring innovation from university to the industry, ways of working and finding workers in the office and activities which were done by managers for canceling informational abundents between universities and companies. Also, all of the scientific groups members, for introducing inavation, and then increase of "industry" which is available for joinery making, will be related to the improvement and ways of expending salary in the universities.

Ways of amends in the office of transfer can have effect too, because an activity of transferring innovation from university to the industry depends on managements activities.

Sigl and et al. after analyzing effective causes in the process of knowledge transferring, for making better in the universities they give some advises.

Universities should improve their knowledge about companies which improve their innovations. In discussions about transferring, they should as a good issue to make ways and policies easier and effective.

They use choose managers who have more experiences.

In The transferring offices they use exating ways.

Showing managers should use and choose managers who have strategic look.

They give mor sources for transferring offices.

Rewarding for collagues participation in transferring innovation from university to industry will be increased. And they allow to the members of scientific group to have big amount of concession.

Recognize the value of personal communication and social channels including, scientists, university students and graduateors (sigl and et al 2004).

Lerji and Blinkues points of view show that different reasons were affective in joinery making. These factors are : quality of innovation, transfer mechanism, qudility of business awareness, evaluation of project and choosing inavation, process of team making, organizational structure, rewarding and punishment structures, human being, financial and projects managements support.

Depend on the model of kuper's joinery making ( 1986 ), lestr ( 1988 ) had studied effective factors in developing of industry.

Because of his research sixteen variant were categorized in 5 groups : 1) committal of high manager 2) organizational structures and processes 3) interesting expansion of products expressions 4) structuring working teams 5) project managment.

Effective things on joinery making by Torborn's point of view in 2000 including:

Educational background

Personality and motivation of innovator

Direction of bazaar

First capitalization

Some factors which were effective on joinery making as compass of bazaar, speed of joinery making, and development of technology, sensible sources, human beings in the project which were done by Chen.

There were some other factors which were effective on joinery making as compass of bazaar, speed of joinery making, and development of technology, sensible sources, human beings in the project which were done by Chen.

Supporting policy of university is a factor that from a broad and multi-point of view were effective things on joinery making (Mohammadzadeh, 1389).

Due to ideas that were told we can categorise them in three sets, personal, environmental and organizational.

### **Methodology**

Kind of research by research point of view is applicable and its method is descriptive research. In this research the statistical branch is scientific members of Najaf Abad Azad University that their degree were PHD and MA and about joinery making they are idealists, amount of samples in this research are 94 persons about 100 questionnaire were given in the society between people and at the end they gave back 79 questionnaire and they surveyed it. In this research for completing research literature they used library and in circle studying parts for analyzing their questionnaire which included 4 public questions about people cognition and 9 special questions about analyzing the research hypothesis between people and then depend on Likert fifth branch they graded questionnaire from 1 as low to 5 as so much and reached reliability. For analyzing the validity of questionnaire it was calculated from all the questionnaires which were collected and statistical tests that their amount were collected with Spss software about 82.7%.

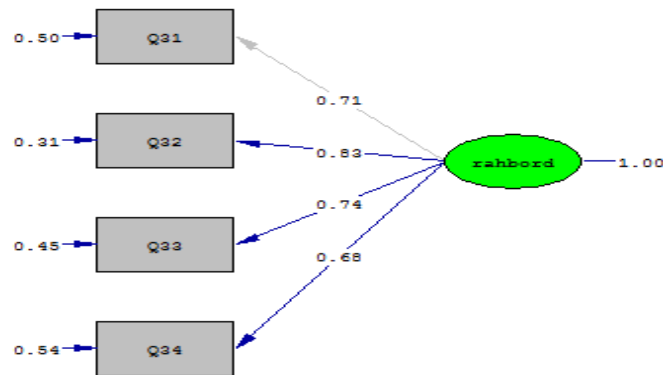
### **Analysis :**

1 – society cognition characteristics in research society :

- In this research due to this that most of the scientific members of university were men so all of the studying samples members were men .
- - most plenty were for ages between 40 – 30 about 56/58 percent of sample and ages group less than 50 years old had lower plenty with 7.9 percent people between 50 – 60 years old are 19.74 percent and people with 30 years old were about 12 persons that made a 15.79 percent of sample .
- about educations 46 persons with PHD degree it was about 60.53 percent and 30 persons MA were about 39.47 percents in the sample .
- About working background more than 43.42 percent plenty their working background is less than 5 years old and less plenty of working background is for background between 10- 15 years with 17.11 percent . experienced people with background about 5 – 10 years were about 21.05 percent .
- More plenty of joinery making of scientific members in surveying work with 46 person and 49/5 percent and respectively making job condition with 17 persons and 18/3 percent innovation with 10 persons and 10/8 percents and other things 6 persons and

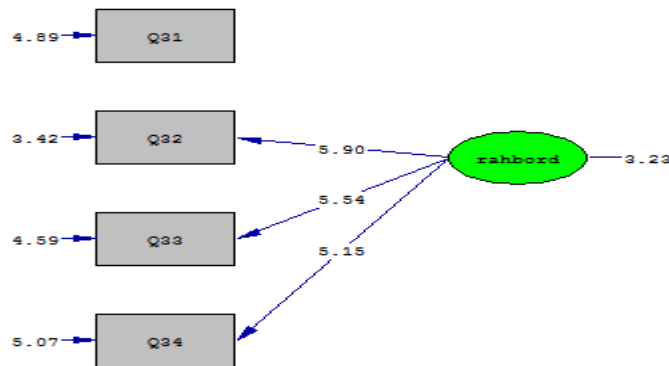
6/5 percents were complicated the sample . persons who did not answered were 7 persons and 7/5 (some of them and more than one kind joinery making ) .

- Subjective analysis for conforming organizational method
- Depend on conformed model it becomes clear that all have t amount more than 1/96 . so models have enough attention for models measurement in the research. In other words results show that things which were chosen for measurement each of them have meaning and measure main part of this factor . existence of conform in measurement model has this meaning that this variables effects on other variables in the model is acceptable because in this step researcher becomes sure that subjects models were measured as well as possible .



Chi-Square=4.35, df=2, P-value=0.11345, RMSEA=0.125

- Sample in the structure near each other depend on the structure that we have correctly because this model was played very good by analyzing conforming method . due to this that amount of the square of error variance in RMSEA for first model is 0.125 , so for using this structure in structural model of research and hypothesis test is statistic we have no need for correctness and the model has good quality .



Chi-Square=4.35, df=2, P-value=0.11345, RMSEA=0.125

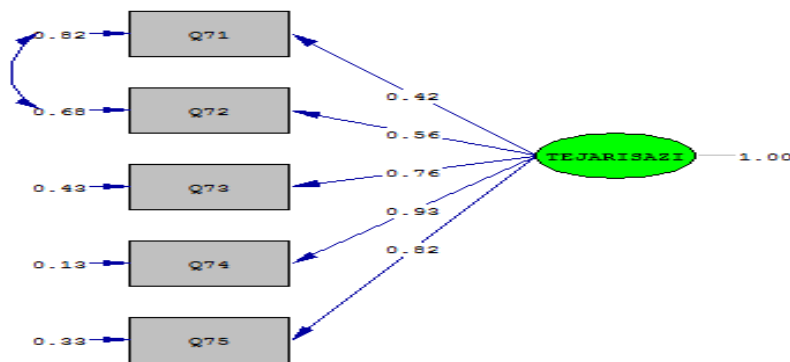
T calculated amount for each of factorial loads of each sample with its hidden variable is more than 1.96 . and this sentence shows that the questionnaire has questions which are homogenous . actually table 1 shows that researcher had evaluated things that he needed to evaluate , and we can conform the relationship between

modals and hidden variances . if we want to show how much these amounts are we should analyze the rights in the bazaar .

|                                       |                |       |
|---------------------------------------|----------------|-------|
| Meaningful level of fit test          | More than 0.05 | 0/11  |
| Mean of reminders square RMR          | About zero     | 0/04  |
| Mean of standard reminders square RMR | About zero     | 0/036 |
| Propriety index                       | More than 0/9  | 0/97  |
| Soft index of propriety               | More than 0/9  | 0/97  |
| Hard index of propriety               | More than 0/9  | 0/95  |
| Growing index of propriety            | More than 0/9  | 0/98  |
| Collation index of propriety          | More than 0/9  | 0.98  |
| Square of variance access error       | Less than 0/08 | 0.13  |
|                                       |                |       |

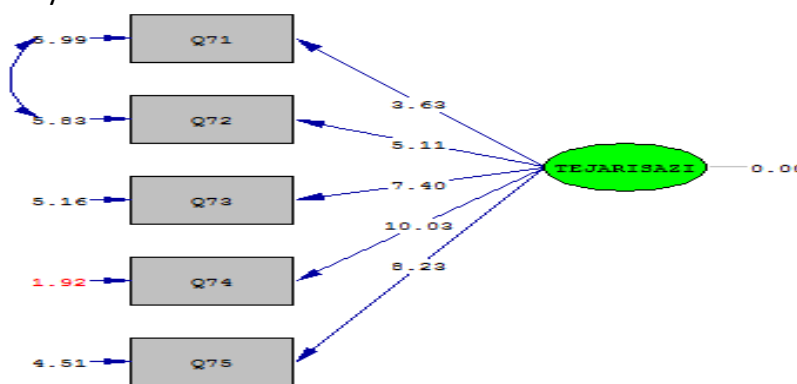
### 3 ) factorial conforming analysis of joinery making

Depend on a model which was corrected it become clear that all the samples have amount of t more than 1.96 . so the samples have enough attention in this research in other words results show that researchers samples for evaluating this explanation are important and they analyze the big part of this factor . because in this level this variables effect on other one that are important and researchers become sure that samples are evaluated as well as possible .



Chi-Square=6.30, df=4, P-value=0.17792, RMSEA=0.088

They conformed the samples that were near each other in the structures because this model was shown very well by factorial conforming method . due to this that amount of square of error variance in RMSEA for first model is 0/081 so for using this structure in structural design model of research and hypothesis test by statistical point of view there's no need for correctness and model has good quality .



Chi-Square=6.30, df=4, P-value=0.17792, RMSEA=0.088

GFI criteria that shows evaluations of covariance's and variances is 0/91 for this model . amount of second steam mean square it means difference between matrix elements in sampling group in this research is 0/11 ., which shows good condition of variance . amount of SRMR for analyzing model is 0/07 , soft indexes ( NFI ) , hard index ( NNFI ) increasing index ( IFI ) and comparison index ( CFI ) it shows the best form of design model in comparison with other models . Bastar index addle of second root in variance of error for RMSEA is 0/07 which is acceptable .

|                              |                |       |
|------------------------------|----------------|-------|
| Meanful level of fit test    | More than 0.05 | 0/18  |
| Mean of reminders square RMR | About zero     | 0/023 |

|                                       |                |       |
|---------------------------------------|----------------|-------|
| Mean of standard reminders square RMR | About zero     | 0/041 |
| Propriety index                       | More than 0/9  | 0/97  |
| Soft index of propriety               | More than 0/9  | 0/97  |
| Hard index of propriety               | More than 0/9  | 0/97  |
| Growing index of propriety            | More than 0/9  | 0/97  |
| Collation index of propriety          | More than 0/9  | 0.99  |
| Square of variance access error       | Less than 0/08 | 0.088 |

As table's indexes show these researches data are in relation with theoretical base of research that this shows validity of findings in structural model . try outs have attention accuracy too . Depend on table 6 , organizational guidelines effect in Iran's Najaf Abab Azad university on joinery making has 0/97 efficient that has t 5/52 . amount of t for this parameter is more than 1/96 . we can say that zero should be omitted and because these efficient are positive and meaningful so if organizational guidelines be in a good condition joinery making will have good condition too . these shoe that if there be any kind of change in organizational guidelines the organization will be able to reach it's aims as soon as possible .so we conclude that organizational guidelines have an effect on organization and it is kind of profit .

calculated amount of t for each of factorial loads in each sample with their hidden variables is more than 7 .98. So we can show that questions are homogenous in this level. Actually table 2 shows that researchers were successful in this part and we can conform the relationship between structures and samples. If we want to show that these amounts are in related to realities we should analyze the index in this research.

|                              |            |      |
|------------------------------|------------|------|
| Mean of reminders square RMR | About zero | 0/11 |
| Mean of standard reminders   | About zero | 0/07 |

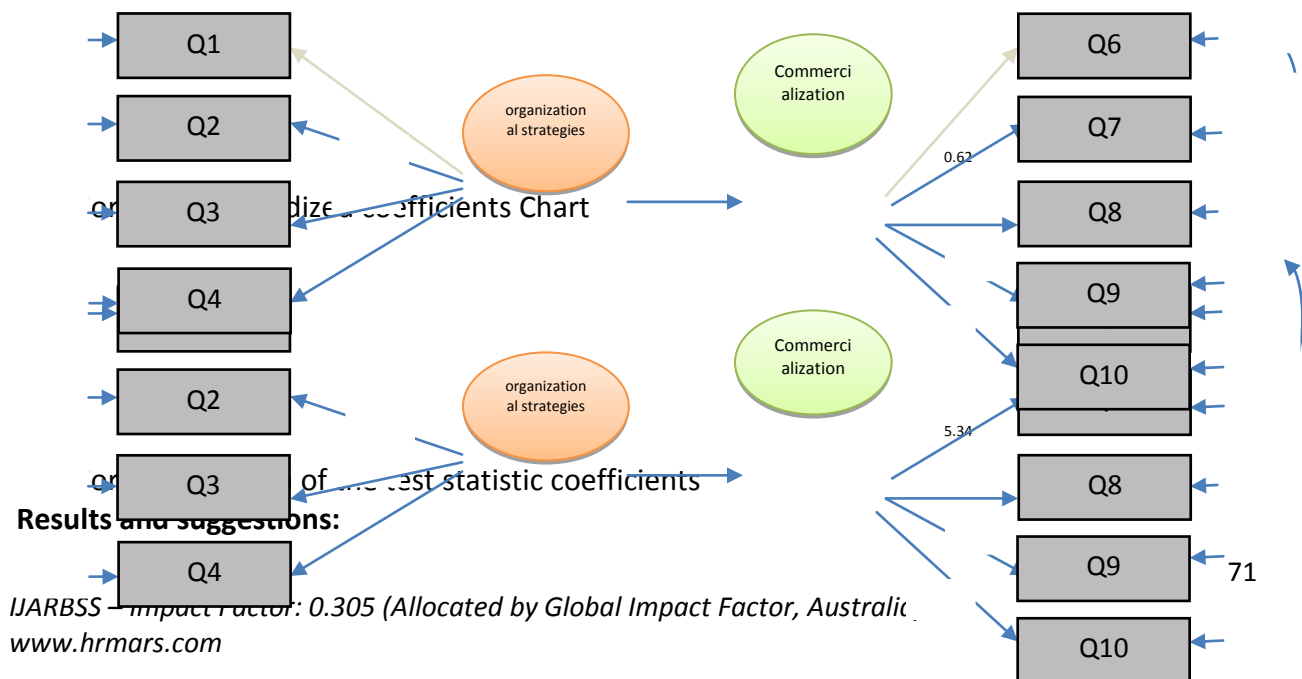


|   |                 |           |
|---|-----------------|-----------|
| square RMR                                |                 |           |
| Propriety index                           | More than 0/9   | 0/76      |
| Soft index of propriety                   | More than 0/9   | 0/94      |
| Hard index of propriety                   | More than 0/9   | 0/98      |
| Growing index of propriety                | More than 0/9   | 0/98      |
| Collation index of propriety              | More than 0/9   | 0/98      |
| Square of variance access error           | Less than 0/08  | 0/064     |
| Studied way in the model                  | Way coefficient | T - value |
| Organizational structure → joinery making | 0/97            | 5/52      |

Research question: does organizational method have influence on joinery making in Najaf Abad Azad University?

H : financial sources have no effect on joinery making .

H<sub>1</sub> : financial sources have an effect on joinery making .



Research question: does organizational method have influence on joinery making in Najaf Abad Azad University?

Depend on table 6 , effect of evaluation on joinery making is 0/93 coefficient , that has 5/55t . amount of t for this parameter is more than 1/96 . we can say that zero is omitted and because this efficient is positive and meaningful we can say if evaluation be formal and depend on joinery plans , so joinery making will done in a best way . these results show that any kind of change in relation with evaluation will have improvement on joinery making . so it becomes clear that with best evaluating , there will be more attention to joinery making .

### **Compare with literature**

This research results are as same as "musaie" and "moghimi" and et.al suggestions. Because being as same as methods of one organization can be the guarantee if the success in joinery making of product, first of all this homogeneity will done by politicians or high managers. Maybe at the first level joinery making done alone, but in the long term it is impossible to continue it. So in the first step we should do necessary changes. ( musaie and et.al )

### **Suggestions:**

Due to research question depend on the effect of joinery methods on joinery making, and results we can say that organizational methods have influence on joinery making success of research results

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