

Research Article

THE EFFECT OF R &D PROCESS IN COMMERCIALIZING THE AFTER SALE SERVICES IN IRAN

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ABSTRACT

Considering the research and development (R &D) process and necessity of commercializing the technology and needs of the after sale service in the country, the present study investigates the effect of R& D process on commercializing the after sale service and lack of a fixed framework in this regard so that the case study organization can take the first steps toward getting the goals of changing the goals to research organization and also the secondary goal of the research. The human resource relationships, financial support and cultural ideas and commercializing the after sale services are the dependent variables of Negin Khodro. Methodology of the research is practical and descriptive in terms of goal and data collection, respectively. Population of the study includes 40 specialized and managers of headquarters of Negin Khodro Company. Random clustering and stage sampling was done and based on Morgan table, the questionnaire was distributed among 36 of them.

Keywords: *Research and Development (R & D), Commercializing Technology*

INTRODUCTION

Problem Statement: In recent years, considering the profiting of service sector and its important role in present economy, considering the services has found its place. In this regard, the importance of studying and providing the ways for improving the service quality and creating added value in order to provide innovation and new services, the increase of competition and the incentive for survival has made some organizations to focus their services on basic productions and crucial services which necessitates the investment in research and creating technological innovations. Doing research in organizations is done in order to gain support and R & D activities should provide new chances for creating new business or change the current business. Today, R & D has a direct effect on innovation, efficiency, quality, standard level of life, market share and other factors which increase the competitive power of organizations. What we want from R & D is science production or using science in a better way. A research and development organization is based on four main principles: human resource, new opinions, financial support and cultural bases. Finally, the aim of doing the present research is to study and implement the framework for research and development in commercializing the after sale services in Iran.

Statement of Problem and Significance of the Study

Today, the difficult competition in different areas has threatened the survival of societies and organizations and makes them to have special capabilities, the result of which is providing the products and new services to survive. However, having developed markets is not enough for the organizations survival and organizations should perceive the needs of their customers and market needs through strategy, planning and using techniques and efficient models and try to meet the needs and finally the customers' satisfaction.

Considering the fast changes in the world of technology and entering the new product to the market, customers always want the best, newest and the most qualified products and accessories.

Considering the severe economic sanctions and ban of automobile imports and reducing the orders, in order to maintain the competitive advantage and creating financial flow to obtain the minimum earning in the last year, the new services and products should be produced and the use of Negin Khodro brand should be maximized which shows the importance of research and development unit in the company. Considering the importance of R & D in earning for the company, commercializing the process is

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necessary in different dimensions. Therefore, the present study aims to increase the brand equity and maximum earning through implementing R & D.

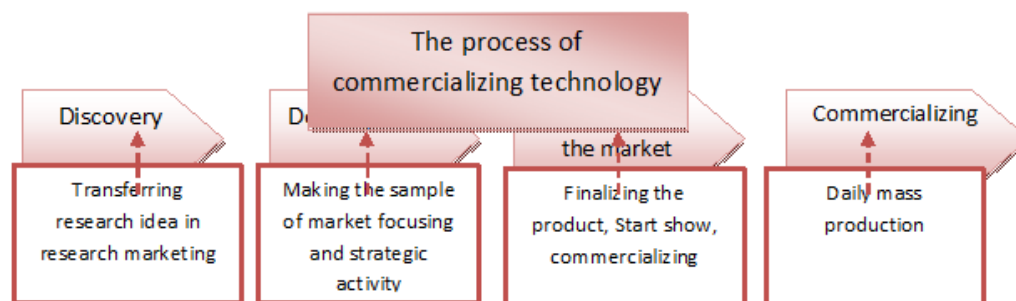
Commercializing Stages

Four stages of commercializing include:

1. Discovery
2. Development
3. Introducing to the market
4. Commercializing

Each stage is divided into sub stages. It is possible that a project does not follow all the stages and depending on the project, it can need another stage. These stages can be provided simultaneously. You should only make sure that each stage is known and nothing is neglected.

The defined stages guarantee that nothing is left and following chart will help to see the stages from the beginning to the end and one has to record the progress at each stage.



Commercializing Stages

Administrative Stages

Basically, using the research results or commercializing of research and development technologies for a research center whether dependent or independent is a vital issue since a research center can be dynamic when the results of the work can positively and properly transferred out. Otherwise, it will face decline. While using the research findings is a factor for measuring and evaluating efficiency in a research center causes to support the budget since in practice, it is accompanied by supporting the budget supporters and if a research center is independent, it can bring more earning and therefore survival of the organization, managers, researchers and staff's satisfaction will be accompanied by. The studies showed that in Iran, there is no technological base and significant number of research centers, private or public have been created but could not be used efficiently. On the other hand, every year, a lot of research plans are conducted in these centers but a few of them are used in industry. It is clear that a part of these problems are due to national systems of planning and policy making which cannot tie the economy to science and technology and another part is due to the performance of the research centers which still conduct "research for research" while today research and development is not merely a cultural feature and has become an economic factor which plays a significant role in international competitions.

It should be mentioned that research is a part of technological development and in order to commercialize technology, it is necessary to pass these stages. The stages are summarized below:

- Investing in R & D
- Market research
- Designing, engineering
- Experimental production
- Experiment and modification
- Preparing the market for accepting technology

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As it can be seen, after financial provision and investing in R & D, two basic stages exist in research and development, one is research in market and the other is marketing for accepting technology.

The Role of Research, Development and Innovation in Commercial Development of Technology

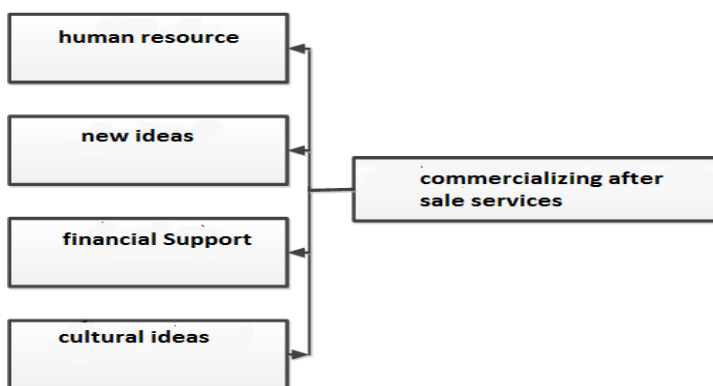
Research alone cannot cause development, but it is provided through industrial products, improving the methods and providing services to the units and different parts of the society. The difference between developed and developing countries is caused by technological thinking and its impact on development and economic growth. Development of new technologies requires human wares, hardware, software, and proper organization wares, without which the creation of wealth would not be possible. Bond conversion cycle of wealth includes several stages such as discovery of natural law, formation of practical ideas on scientific observations or natural needs, promoting the idea of the technology, the development of new ideas and transforming them into a process or product, production and economic competitiveness, and finally the financial and economic cycle.

Research Purpose

- ☑ Defining the relationship between human resource and commercializing after sale services in Negin Khodro Company
- ☑ Defining the relationship between new ideas and commercializing after sale services in Negin Khodro Company
- ☑ Defining the relationship between financial support and commercializing after sale services in Negin Khodro Company
- ☑ Defining the relationship between cultural basis and commercializing after sale services in Negin Khodro Company

Research Model

Primary research model is presented below:



Field of Study

The period of this study for the implementation of knowledge management is from June to November 2014, or in other words the period of this study is cross-sectional.

Spatial domain methods: Negin Khodro Corporate headquarters.

Scope of the topic: issues related to research and development and commercialization of science and technology.

MATERIALS AND METHODS

Methodology

The present research is practical and descriptive in terms of goal and data collection, respectively.

Population and Participants

It includes 40 specialized and managers of headquarters of Negin Khodro Company. Random clustering and stage sampling was done and based on Morgan table, the questionnaire was distributed among 36 of them.

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Technical Features of Measuring Instruments

Validity: in order to obtain the validity of the test in this research, the opinions and guidance of some scholars were used to remove the ambiguities and then factor analysis was used to test the content validity of the questionnaire which was at a proper level.

Reliability: in general, the implemented questionnaire had the Alpha Cronbach of 91.12% which shows the internal consistency of the questionnaire. In order to calculate the Cronbach alpha, first the variance of the scores for each subscale and then the total variance were measured.

Research Hypotheses

There is a meaningful relationship between human resource and commercializing after sale services in Negin Khodro Company

There is a meaningful relationship between new ideas and commercializing after sale services in Negin Khodro Company

There is a meaningful relationship between financial support and commercializing after sale services in Negin Khodro Company

There is a meaningful relationship between cultural basis and commercializing after sale services in Negin Khodro Company

Spss software and Spearman Correlation Coefficient was used to test the hypotheses.

Hypothesis	SIG	Correlation coefficient	Accepted or rejected
1 st	0/000	0/901	Accepted
2 nd	0/000	0/799	Accepted
3 rd	0/000	0/856	Accepted
4 th	0/000	0/914	Accepted

Suggestions

- ✓ To consider the enrichment of human resources.
- ✓ To change the view of the human resources staff.
- ✓ To create researcher spirit.at the company
- ✓ To have constant contact with research-oriented organizations.
- ✓ To have relationship with the university and research institute.
- ✓ To increase R & D budget
- ✓ To develop close relationships with research and educational staff.
- ✓ To Increase funding for research trip.
- ✓ To welcome and encourage creative personnel.
- ✓ To use young and energetic managers instead of traditional managers.
- ✓ To consider the importance of competition in the market and in the northern and central current knowledge.
- ✓ To fight personnel sympathy.
- ✓ To create building conflict within the organization.
- ✓ To make policy in order to avoid the creation of problems by personnel.

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