

DEVELOPMENT OF RESEARCH AND INNOVATION POTENTIAL EVALUATION TOOL TO COMMERCIALIZATION

Anyanitha Distanont
Thammasat University, Thailand
anyanitha@yahoo.com

Suparek Sooksmarn
Kasetsart University, Thailand

Orapan Khongmalai
Thammasat University, Thailand
okhongmalai@yahoo.com

Abstract:

Research commercialization is important for national development in many ways, including improvement of quality of life and economic and social development. The research commercialization is not an easy task because of a lot of factors as problems such as possibilities of industrial production, business, marketing size, technology at the level that can be develop industrially or basic research focusing on principles or theories, which causes difficulty of industrial application. These factors are not considered prior to any push of commercialization; therefore, it is not successful and causes the loss of time and budget. This research study aims at developing the tool for research and innovation potential for commercialization evaluation. It is a qualitative research using in-depth interview, focus group, and expert panel of five case studies. Research findings showed that the evaluating tool consists of four dimensions, which are 1) business strength, 2) market attractiveness, 3) research and innovation readiness levels, and 4) readiness of research owner.

Keywords: research commercialization, evaluation, innovation, research readiness