

Barriers and Solutions for the Development of Commercialization of Academic Researches (Case Study: Islamic Azad Universities of Guilan Province)

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Abstract Commercialization is a process in which new technologies become successful business products. Commercializing a costly process is time-consuming with very uncertain results. The purpose of this research is to identify barriers and strategies for developing commercialization of academic research at the Azad University of Guilan. The research approach is quantitative. This research is based on the purpose of the applied type and in terms of the nature of the descriptive - correlation type. In order to gather information in this research, a field method including interviews and a questionnaire and a library including books, theses, articles, and ... have been used. The initial information was also collected through a questionnaire. The statistical population consisted of all managers and experts of Islamic Azad University of Guilan province, which number was 598. The sample size was 202 using Cochran formula for limited societies. Descriptive and inferential statistics were used in this study. In the inferential statistics section, Smart PLS software is used. The results of the research indicated the relationship between the research variables and all the research hypotheses were approved. **KEYWORDS:** Development of commercialization of academic research, internal barriers, organizational barriers, environmental barriers

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