

Case study approach to understanding the process of successful R and D commercialization

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Abstract

Immense body of knowledge on R and D commercialization has accumulated in the past 50 years, however, the success rates of R and D commercialization have remained relatively low, generally less than 20% depending on the industry and level of economic development of a country. These low rates persist despite findings from many empirical studies conducted on the success factors of R and D commercialization. Consequently, the in-depth case study approach of acknowledged successful R and D commercialization was made so that better insights of the complex processes and interactions involved between the firm and the various components of the innovation ecosystem, as well as the larger national innovation system could be gained. The in-depth case study approach will be used on two acknowledged examples of successful R and D commercialization in the context of Malaysia: TyphiDot (a rapid diagnosis kit of typhoid fever) and LTK omega plus (an all natural chicken feed formula that could produce eggs with enriched omega plus). © 2016 K. Baharudin.

Author keywords

Case study, Commercialization, Innovation ecosystem, Research and development

DOI: 10.3923/ajsr.2016.273.278