

The Productivity Improvement in Technology Transfer and commercialization

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ABSTRACT---- *Business incubation has been used for an entrepreneurship development throughout the global. And the policy to increase the evolution stimulation the collection of new firms and with their needs in the starting period, the concept of business incubation refers to an intensive, systematic effort to foster new firms in the early-stage of their activities. As a dynamic process, it offers a combination of infrastructure, development-support processes and expertise needed to assure the sustainable growth of incubatees into a target plan. However, there is still no consensus over what business incubation which factors contribute to successful business incubation. Moreover, the extent to Which business incubation performance were measured. Additionally, the developing countries also try to provide such services of incubating or technology transfer from research or academic institutes to new business in order to strengthen their operating within the limitation of their budget. The aim of this paper is to critically assess the extant literature on business incubation service effectiveness and to suggest a incubation management can provide an environment that supports the development of incubate entrepreneurs and their firms.*

Keywords--- process improvement, Productivity, Technology transfer, Technology commercialization

1. BACKGROUND

In recent times, new business development policy has been emphasized by the government in many countries . The best practice from success cases are shown to be followed by others continually but with different context, the result cannot be guarantee the same. Business incubation has been used as an entrepreneurship development policy to increase the pool of new firms and deal with their needs in the early, Vulnerable stage of their existence. The concept of business incubation refers to an intensive, systematic effort to promote new firms in the early-stage of their activities. it offers a combination of infrastructure, development-support processes and expertise needed to make certain future of sustainable growth incubatee firms into a target plan. However, there is still no consensus over what business incubation factors contribute to successful business incubation. Moreover, the extent to Which business incubation performance were measured. Additionally, the developing countries also try to provide such services of incubating or technology transfer from research or academic institutes to new business in order to strengthen their operating within the limitation of their budget. The early stage of serve is funded by government so the efficiently of budget spending is consider genuinely.

2. METHODOLOGY

2.1 Theoretical framework Service Productivity

The government service to communities in business growth can be beneficial and critical in development countries. To assist the efficiency and worthwhile of spending budget for such services. productivity has been one of the most important issues from an economic point of view. The productivity of services is not only important in political point of view, but also important in the case of outcome of the services used to increase productivity in any sector. Nevertheless, standard productivity measurement show that services make a contribution to overall productivity growth that is relatively limited compared with the size of the sector. Therefore, it is necessary to clarify the different concepts of productivity in service industry. The ratio between output and the resources (input), which is known as productivity, was used as a traditional indicator to measure a productivity level in services. current scholar also tried to include the intangible resource such as reputation and image and social responsibility to the measurement. However traditionally, productivity is viewed mainly as an efficiency concept, it is now viewed increasingly as an efficiency and effectiveness concept, effectiveness being how the enterprise meets the dynamic needs and expectations of customers. Productivity is now seen to depend on the value of the products and the efficiency with which they are produced. Assessing the effectiveness of business incubation Researchers have used various indicators to assess the effectiveness of business incubation. For instance, Allen and McCluskey (1990) in their US study on 127 business incubators used three indicators: “occupancy”, “jobs created” and “firms graduated”.

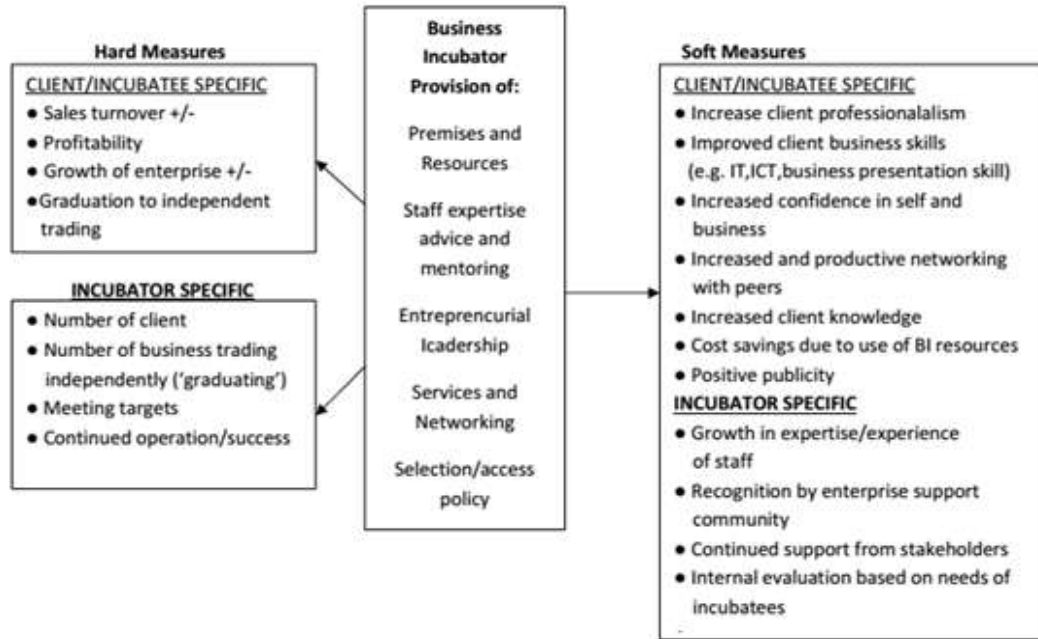


Figure 1. The measurement tools of business incubation (Theodorekopoulou, 2014)

Much of the literature draws on such indicators. However, in this case the service productivity is the input from financial aspect such as the funding budget from the government and output is the outcomes for the start ups.

Knowledge Management

Business incubator differs from the general knowledge service organizations. The difference is that incubator is an industrial with formal relations, intention completely, dynamically and optimally, therefore could effectively build the advantage of incubator knowledge service, Allen (1985) points out in the definition of incubator that it provides the assistance that fills the business skills and knowledge gaps, and establishes entrepreneurs in a local enterprise support network. The more complex business problem, knowledge-based, and dynamic the world economy becomes, the more this is true. Competitive advantage A business incubator in university usually supervise in service on hand about 10-20 incubating companies, and service with their expertise of knowledge in technology and marketing such as the research based knowledge to fulfill the need and developing the products in addition to, other service including consulting in finance companies, accounting and legal advise training company, from the departments in universities and research institutions. Under the organization of incubator management teams, these relative institutions form a special field cluster for fostering start-up enterprises. The cluster integrates all the incubation knowledge in these institutions including the choice of new techniques, the setup of new enterprises, financing and operation management, new technologies transmission, the development of market channel.

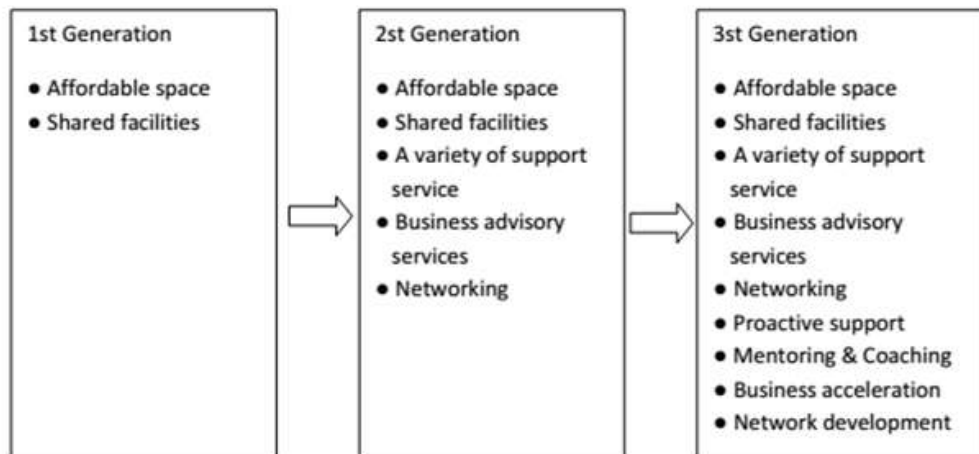


Figure 2.

Key success factors in business incubation

Even though, the main success factor of performance in small and new business incubators came from the expertise of the manager and experience of consulting staff, other factors can include from the literature expertise, financing source channel, and basic support, community support, entrepreneurial networks, entrepreneurial education, technology and research, connection with a university and a summarizing programme with clear policies, procedures. These findings highlighted a direct correlation between successful business incubation and the extent to which businesses incubators

3. METHODS

Research Methodology

The conceptual measurement framework that demonstrate a service provider and clients perspective of service productivity. Service quality is at the core of this framework and serves as the critical link between the company and customer perspectives. The study employs an individual case study methodology which evaluates a number of aspects of the incubation project. A range of qualitative and quantitative methods was exploited to assemble the views of aspiring entrepreneurs, including primary data on project outputs and usage of the facility. In addition the progress of entrepreneurs will. In addition, the paper looks at additional ways to measure the success of this based on a study of the current academic literature and work currently being undertaken with funding agencies in Wales in respect of economic restoration.

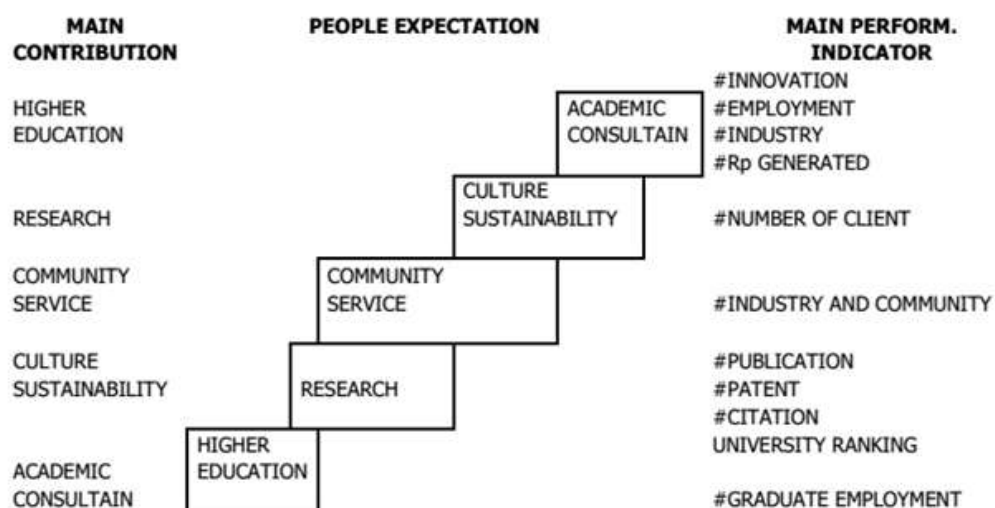


Figure 3. the incubator performance indicator from (CSES, 2002)

4. RESULTS/ CONCLUSION

The result from study in the incubation center in the university pointed out that Respondents were asked to identify the business benefits gained from accessing the incubation facility. The results shown were obtained. Respondents identified the most valued aspects of the incubation facility and process as the network of advice and support (75 per cent); access to professional office and ICT (75 per cent); availability of a meeting room (47 per cent); credible business address (28 per cent), and forming collaborative new ventures with other incubating businesses (6 per cent).

Additional comments reflect the growth of some of the businesses and the need for dedicated office space. Seventeen per cent (17 per cent) of respondents indicated their wish to stay within the incubator environment as their business moved to the next stage. When asked if they would be pay for access to the facilities, 22 (69 per cent) said they would be willing, subject to ability to pay. Ten respondents (31 per cent) felt that payment would not be appropriate in a environment.

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