

ABSTRACT

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A MARKETING MODEL SUPPORTING THE COMMERCIALIZATION OF R&D RESULTS IN A RESEARCH INSTITUTE

The commercialization of scientific research results and research and development (R&D) outputs constitutes one of the key challenges faced by contemporary research institutes. Despite growing expectations regarding knowledge transfer to the economy, the effectiveness of commercialization activities in many institutions remains limited. This situation results, among other factors, from organizational and regulatory conditions as well as from the insufficient use of marketing tools. In this context, marketing is increasingly perceived not as a supporting function, but as a systemic element facilitating the commercialization of R&D results.

The main objective of the dissertation was to develop, implement, and verify an original marketing model supporting the commercialization of research and development results in a research institute. The dissertation has an implementation-oriented character and combines theoretical analysis with empirical research and the practical application of the proposed solutions within the operational conditions of a research institute.

The first chapter presents the essence, significance, and determinants of the commercialization of scientific research results, with particular emphasis on the differences between the private and public sectors. Classical and contemporary commercialization models are discussed, serving as a reference framework for further empirical analyses and implementation activities.

The second chapter is devoted to the concept of marketing in both traditional and contemporary perspectives, with particular emphasis on its application in the science and R&D sector. It presents research findings and practical experiences related to marketing in research institutes, identifying areas requiring improvement and highlighting the limitations of applying classical marketing tools within the public sector context.

The third chapter presents the research methodology applied in the dissertation, including the characterization of the research institute as the object of analysis, the identification of the research gap, and the formulation of the research objectives. The applied research methods are described from three perspectives: theoretical,

empirical, and practical–applicative, enabling a comprehensive approach to the investigated problem.

The fourth chapter contains the results of survey research and effectiveness analyses concerning the commercialization of R&D results in research institutes and enterprises. It presents an analysis of cooperation determinants, identifies barriers and opportunities for commercialization, discusses applied forms of cooperation and sources of financing, and evaluates the effectiveness of activities supporting the commercialization process from the perspectives of both research institutes and enterprises.

The fifth chapter addresses the practical application of marketing in the commercialization process of R&D activities in a research institute. It presents the author's M6-R&D-marketing model, comprising six interrelated pillars, together with their operationalization through specific activities, tools, and performance indicators. The chapter also presents the results of the model's implementation at the KOMAG Institute and evaluates the implementation effects in relation to the assumptions of an implementation-oriented doctoral dissertation.

The dissertation contributes both to the development of management and quality sciences by addressing the identified research gap in the field of marketing support for commercialization in research institutes, and to practical application by offering a comprehensive and implementable marketing model supporting the commercialization of research and development results in scientific institutions.