

Marketing Research Findings & Collaborative Research



**Kwame Nkrumah University of
Science and Technology, Kumasi**

August 17 2015 @ 12:20pm at College of Science Auditorium

Marketing Research Findings and Collaborative Research



Prof. S. N. Odai

Pro-Vice Chancellor

Kwame Nkrumah University of Science and Technology,

Kumasi

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In this *Talk*

- **Aim of Research**
- **Who benefits from Research Findings?**
- **What research impact is and what is not**
- **Making Impact through research**
- **Understanding the research cycle**
- **Communicating and Promoting your work**
- **Where to Market and What to market**
- **Hindrances to Marketing**
- **Sympathy funding and Merit-based collaboration**
- **Legal Issues**
- **Way Forward**



Why Research?

Advance the Frontiers of Knowledge

1). Search for new knowledge

2). **Confirm existing knowledge**

3). **Confront and Challenge existing knowledge**

4). **Search for alternative knowledge for doing things**



Why Advance the Frontiers of Knowledge

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1). To solve societal problems

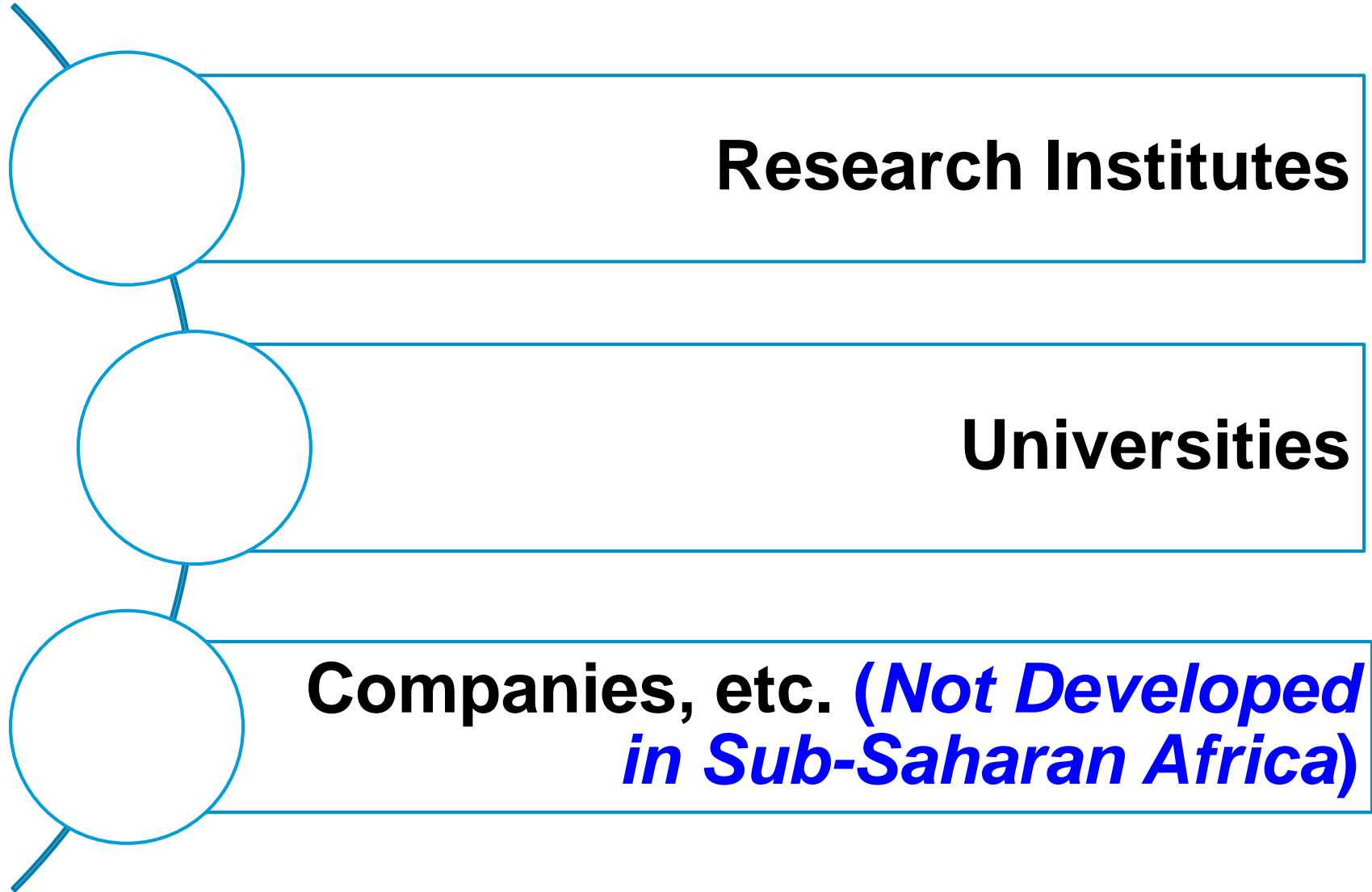
2). To solve Industry problems

3). To find new ways of doing things – *Innovation*

4). Raise leaders with curious minds



Where is Research Carried Out?





Who should benefit from the research?

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Directly

- The researcher
- Other people (the community/industry)

Indirectly (sometimes/partially directly)

- Animals
- Plants
- Environment



Examples

Local

Fufu Pounding Machine

KVIP

Cassava harvester

International

Penicillin

Gravity

Electricity

Light bulbs

Fibre optics



Impacts of the above Examples

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Local

Fufu Pounding Machine – fatigue/time reduction

KVIP – improved public health

Cassava harvester – Efficiency

International

Penicillin – improved health

Gravity – changed our way of thinking

Electricity – Improved living condition

Light bulbs – 24/7 life

Fibre optics – Communication



Making **IMPACT** through research

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The drive to make impact is from **PASSION**

Passion to just create may lead to hydrogen/atomic/nuclear bombs

Passion to contribute to the well-being of society is the key.

Must be driven by the desire to see a better world, a better environment to live in, a better future for the next generation, etc.



What REAL research impact is **NOT**

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Peer-reviewed journals

Conference proceeding

Cited publications

Impact factor of journal publishing article

Number of Patents



Ideas of Research Impact

- Improves teaching – students receive current knowledge
- Brings about improved living conditions and health – *development*
- What would have been the use of penicillin if the chemical formula had stayed on the pages? Dissemination and implementation.
- Understanding the research cycle.



Ideas of Research Impact

- Any impact of our research findings on **local communities**?
 - KVIP – *doing well*
 - Fufu pounding machine – *doing well??*
 - Cassava harvester – *doing well*
- Is your mother still walking for 2km to access water? **Then...**
- *Why should anyone take researchers serious?*



Understanding the research cycle

- Identifying the the need or the problem
- Contemplating
- Planning the method and the processes
- Set up the equipment or process
- Carry out research
- Collect and analyse data
- Interpret your **RESEARCH FINDINGS**
- Seek peer comments
- If good then, **Implement**
- **Who should implement or produce?**
- *What is missing here?*



Understanding the research cycle

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- **Who should implement or produce?**
- ***Money – KReF***



**Most of us stop just before the
“breakthrough”**

Major focus on promotion



Can situation change? – Which way?

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Marketing??



Marketing Research Findings

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Communicating your work among peers

(Enhances your confidence to “make noise”)

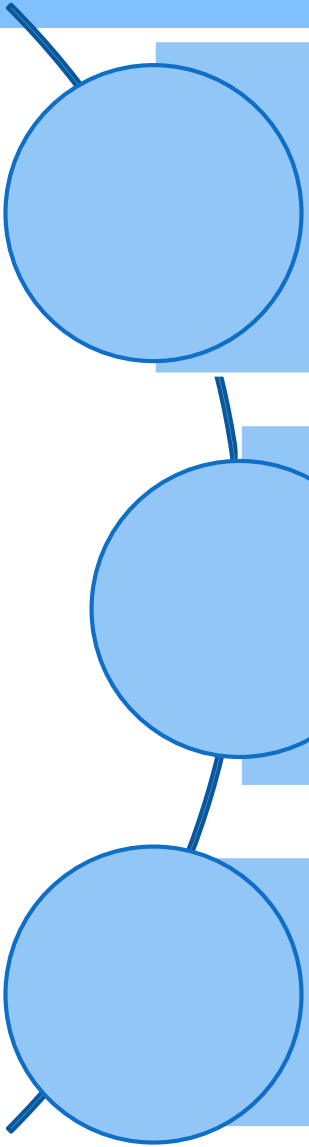


Promoting your work to the local community and industry



Communicating to you peers

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Peer reviewed publication for quality assurance and higher academic standing

Oral presentation at local seminars and international conferences

Internet: Research Gate, LinkedIn, Google Scholar



Promotion to local community/ industry

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Trade Fair

Personal/Institutional Exhibition

Presentation at Stakeholders Fora

**Joint research with
industry/community**

Approaching potential users or producers



Other Hindrances to Marketing Research Findings – *Industry*

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- **Industries have no R&D units**
- **Most industries package finished products**
- **R&D by mother company R&D unit**



Other Hindrances to Marketing Research Findings – *Researcher*

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- **Disconnect between researchers and industry/local community**
- **Researchers not yet announced. Lack visibility**
- **No research teams. I walk alone**
- **Industries trust local researchers?**
Time, Quality?



What do you Market?

1. **Research Findings**
2. **But most times the Researcher/Research Group **first****



Our Hope

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- **Donor-sponsored research seems to be our hope**
 - **Health, Agriculture, Climate Change, Environment, Water and Sanitation, etc.**
 - ***Not industry based. Public service***
 - **Sympathy sponsoring**

Move to merit-based collaboration for win-win



Who to Collaborate with?

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Universities and Research Institutes

**A manufacturing company or
commerce**

Government Agencies: Ministries

MMDAs

**Donors and International
organisations**



Researcher qualified & competent

Researcher in a research group and working in a team

Go in the name of KNUST for higher bargaining power

Research is ethical



Undertaking genuine business

Location and physical address known

Possibly business registered

Research is ethical



Reasons for Collaboration

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Someone holds the purse – your skill is required

Need to complement efforts – your skill is required

Condition for grant award

Old buddy or “buddy-buddy”



Approaching the interested FEW

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Knowledge of the needs of the Industry – Go with Concept

Strong networking with those who matter – Lobby (No corruption)

Alumni protocol/introduction

Present sample of experiences during meeting/group profile



Legal Issues

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1. **Product/Patent:**

Who should have ownership?

KNUST IP policy almost ready.

2. **Publication:**

Can results be published or not?

Signing away copyright?



There is Hope

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1. **Pharmaceuticals**
2. **Food Processing Industry**
3. **Local Telecom**
4. **Chemical processing**
5. **Construction**
6. **Commerce**

- Provide solution to Industry problem and be rewarded
- Move away from sympathy monies!!



KNUST and our WAY FORWARD

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Researchers must be able to market and communicate their research findings

A Research Office to provide the needed support in marketing, patenting, legal issues, etc.

Industrial Relations Office to identify potential industries

Move away from sections to Research Groups

The Provosts as **Chief Knowledge Officers** should draw strategy to help weaker groups and lead the way, when needed.



A journey of a thousand miles begins with the first step” – Chinese Proverb



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Thank you All