

STRATEGIC DILEMMAS IN THE COMMERCIALIZATION PROCESS OF INNOVATION

Summary

The aim of this article is identify strategic dilemmas connected with commercialization process of innovations. Commercialization is recognized here as a process starting at the idea stage and ending with innovation implementation to the marketplace. Main strategic dilemmas in this process are access to: complementary assets, financial resources, intellectual property protection and choice weather to do it itself or cooperate in commercialization process. In the article the author also presents the results of pilot research.

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