

AARES 2011

Factors Influencing Industry Uptake of Public-Private Research on Marketing: The Case of the Australian Seafood CRC

Wednesday 9th February 2011

Dr. Domenico Dentoni, Wageningen University

Mr. Francis English, The University of Adelaide



Presentation outline

- Introduction
- Research question
- Methods
- The Australia Seafood Cooperative Research Centre
- Preliminary results
- Future direction
- Questions and contact details



Introduction

- Public/private research partnerships play a crucial role to test and disseminate innovations in the agri-food industry
- Many instances where outcomes are not adopted
- Unused research is costly economically and in terms of wasted resources; a lost opportunity to improve existing, or develop, new market opportunities
- Marketing can have a large impact on competitiveness and profitability of agri-food companies



Research Question

- Much research has focused on adoption and diffusion of innovations from economics, sociology and managerial perspectives
- Much research has focused on factors driving R&D on production/supply chain technology, not on discovering and creating market opportunities
- *What factors affect the industry adoption and diffusion of public –private R&D on marketing?*



Methods/1

- Case based, grounded theory approach
- Empirical exploration of the following hypothesised factors of individual seafood based enterprises
 - Characteristics and capabilities
 - Organizational characteristics and governance
 - Project scope and value proposition
 - Industry engagement process
- Analysis of 35 market development projects conducted by the Australian Seafood Cooperative Research Centre (CRC) between 2007 and 2010
- Allowed close comparison across seafood sub-sectors, industry organizations, firms and R&D projects. But no comparison across R&D institutions, countries and sectors



The Australian Seafood Cooperative Research Centre

- Public – private research and development
- 7 year research and investment plan from 2007
- Focuses on 4 main area
 1. Production methods and technologies
 2. Post harvest procedures and technologies
 3. Market development
 4. Education of industry and the general public
- Facilitating partnerships with producers, industry organisations government, private and public research providers



Methods/2

- **Over 200 interviews conducted across 35 projects**
 - Seafood CRC and project managers
 - Researchers
 - Industry bodies
 - End users (fishermen and growers)
- **Initial interviews were broad, with responses helping to guide subsequent rounds of data collection**
- **Interviews mostly took place concurrently with the project to obtain views from all partners involved**
- **Finally, information analysed against 4 hypothesised factors**



Results

▪ Summary of results influencing industry adoption of research outcomes

▪ **Most important factor identified: Project Factor**

- Industry level of confidence in the value proposition
- When the industry has concerns on the value proposition, it is crucial to identify points of disagreement and transform them to hypotheses to be tested through further R&D
- Need of multi-lateral commitment for a clear communication procedure among project partners



Results

■ Managerial Factors

- Firms with market-sensing & entrepreneurial spirit (“proclivity”) are more likely to adopt marketing R&D
- The process of transforming divergences on the R&D project value proposition has a positive impact on firms’ market-sensing and entrepreneurship.

■ Organizational Factors

- Industry rivalry has a negative impact on diffusion of R&D project innovations
- History of previous collaboration



Future direction

- The grounded theory approach has provided scope for future research to be undertaken
- Factors identified can help direct future research in this area
- Narrow field of examination focusing on one institution and industry
- However this allowed for detailed and intense examination of a range of projects covering different seafood sectors
- Future research may use this as a basis for testing in different industries, R & D institutions and countries



Questions and Feedback

Contact details

Dr. Domenico Dentoni – ddentoni1981@gmail.com

Mr. Francis English – engfc001@gmail.com

