

MANAGING INNOVATIVE PRODUCT STRATEGY: IMPACT OF MARKETING EFFORTS AND LOCATION IN TURKEY

A.ORÇUN SAKARYA

Çankaya University, Department of Management
Email: sakarya@cankaya.edu.tr

Abstract

In a competitive environment, innovation management in new product development can be used as an efficient tool for improving the competitive ground. Since patents may be considered as official proofs for innovative products, variables affecting patent production can also be viewed in a “resource-based” framework. Hence the goal of the study is to determine best input variables for patent production by taking into account the regions in country as a whole. Following the introduction and theoretical foundations of the resource-based view theory and innovation management, spatial effects are observed by a clustering analysis. Then, a regression test has been conducted for identifying best input variables affecting the new product development process. It has been concluded that new product development is affected by SMEs’ marketing efforts, geographical location as well as the development of the in-house intellectual capital in the rising regions of Turkey.

Keywords: Innovation, patent, knowledge spillover, resource