




**MARKETING
INNOVATION**

CHAPTER 3: INNOVATION RESEARCH

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1



OBJECTIVES

- 1 An understanding of the definition of Innovation Research
- 2 Distinguishing Innovation Research & Innovative Research
- 3 An understanding of the innovation and market research process



2



TABLE OF CONTENTS

- 1 Definition of Innovation Research
- 2 Innovation Research & Innovative Research
- 3 The innovation and market research process



3

- 1 Definition of Innovation Marketing

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**INNOVATION RESEARCH INVOLVES
LOOKING FOR SOLUTIONS - EITHER
TO KNOWN, OR SOMETIMES TO
UNDEFINED NEEDS.**

SIS International Market Research



4

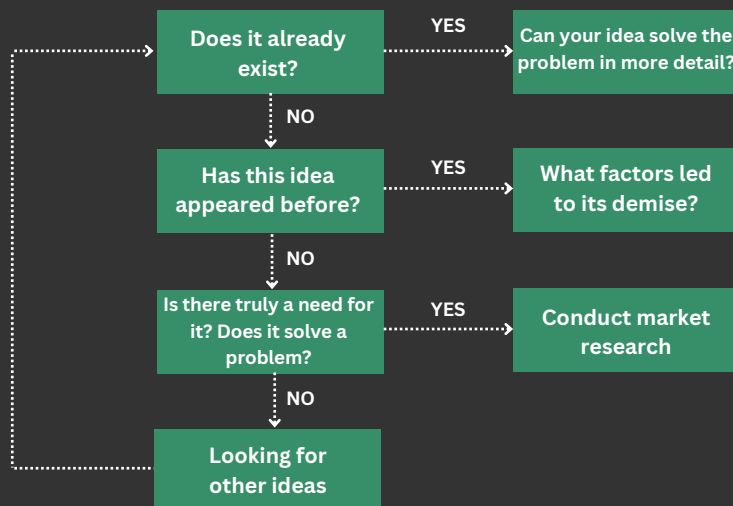
2 Distinguish between Innovative Research & Innovation Research

	Innovation Research	Innovative Research
Definition	Innovation Research involves looking for solutions – either to known, or sometimes to undefined needs.	A search for new business and strategic techniques and methods.
Featured	Innovation Research is applying brainstorming, ideation, product development research, or similar techniques to tap into creative thinking and test concepts within your company and its market	Innovative research focuses on creating new ideas, analyzing problems, diagnosing them and identifying their causes.



5

3 Process of Innovation Research



Source: SIS International Market Research



6

4 Market research process

- 1 Research problem and objectives.
- 2 Information to be collected.
- 3 Resource for data and collection techniques.
- 4 Information collection.
- 5 Information analysis.
- 6 Report on research results.



7

Research problem and objectives

Research problem

A research problem is a specific issue, difficulty, contradiction, or gap in knowledge that you will aim to address in your research. You might look for practical problems aimed at contributing to change, or theoretical problems aimed at expanding knowledge.

Research objectives describe what your research is trying to achieve and explain why you are pursuing it. They summarize the approach and purpose of your project and help to focus your research.

Research objectives





8

Information to be collected

Primary Research Primary research is any type of research that you collect yourself. Examples include surveys, interviews, observations, and ethnographic research.

Secondary research or desk research is a research method that involves using already existing data. Existing data is summarized and collated to increase the overall effectiveness of research.



Secondary Research



9

RESOURCE FOR DATA
List some sources of information that you know.

01. Public Sources
02. Commercial Sources
03. Internal Sources



10

REPORT ON RESEARCH RESULTS

- Executive summary
- Introduction
- Purpose and mission
- Situational analysis
- Methods Results
 - Qualitative Research
 - Quantitative Research
- Discussion
- Conclusion
- References
- Appendices



11



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THE END



12