

بررسی نقش قابلیت یادگیری بازار در  
خلق محصولات نوآورانه

غلامعلی منتظر\*<sup>۱</sup> نرجس ناصر بخت<sup>۲</sup>

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چکیده

واژه‌های کلیدی:

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1. Sustainable Competitive Advantage (SCA)
  2. Market driven organization
  3. Distinctive capabilities
  4. Resource Based View (RBV)
  5. Core competency
  6. Market learning capability

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## قابلیت‌های نوآورانه

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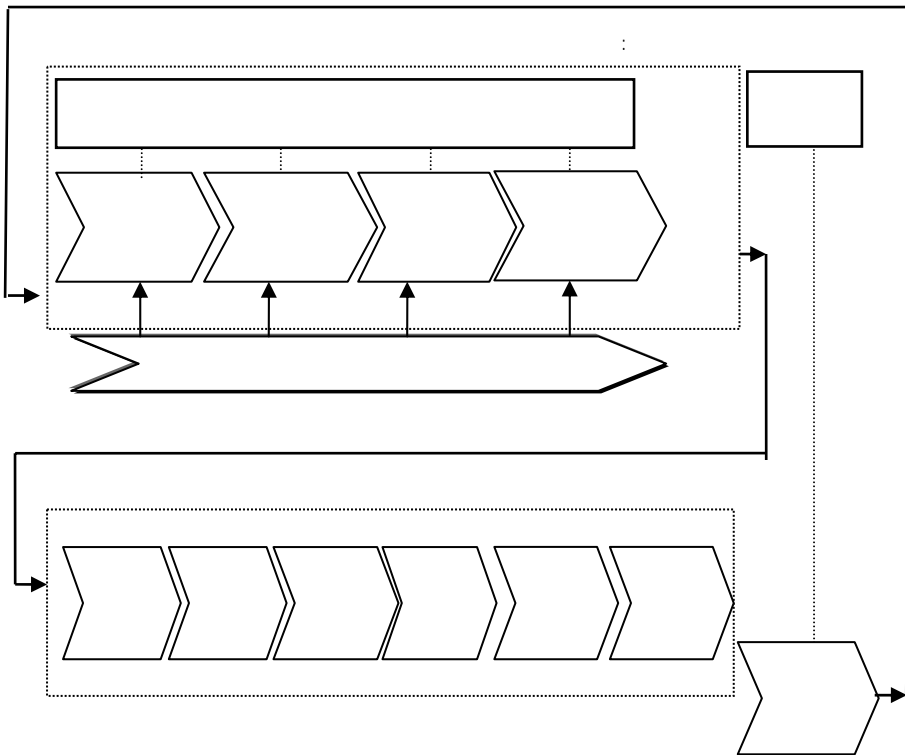
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الف) فرایند یادگیری بازار

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الف-۱. جستجوی خلاقانه

الف-۲. انتشار اطلاعات

الف-۳. تفسیر و کاربردی کردن اطلاعات

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الف-۴. دسترسی به اطلاعات

فرایند یادگیری بازار و فرایند خلق محصولات جدید

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ب) فرایند تولید محصولات جدید

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ب-۱. تولید ایده

ب-۲. انتخاب ایده و ارزیابی آن



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ب-۳. تحلیل کسب و کار

ب-۴. توسعه محصول

ب-۵. آزمایش محصول

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ب-۵-۱. آزمایش بازار شبیه‌سازی شده

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ب-۵-۲. تحلیل بازار بر مبنای پایگاه داده مرکزی

ب-۵-۳. بررسی بازار معمولی

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ب-۶. تجاری سازی

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ب-۶-۱. بازاریابی انبوه

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ب-۶-۲. بازاریابی بخشی

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ب-۶-۳. بازاریابی نفر به نفر

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ج) ارزیابی خروجی به صورت نظاممند

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نتیجه گیری

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