



**Marketing Strategies in Knowledge Based Businesses. Information  
and Communication Technology Services Knowledge Based  
Enterprises Pisa Computer Science and Information Technology**  
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**Marketing Strategies in Knowledge Based Businesses. Information and  
Communication Technology Services**  
**Knowledge Based Enterprises Pisa Computer Science and Information Technology**  
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**ABSTRACT**

In this paper it was searched Marketing Strategies in Knowledge Based Businesses. Information and Communication Technology Services Knowledge Based Enterprises Pisa Computer Science and Information Technology. In our Country There has been pure talents of experts for developing and making new products and services specifically in the field of data technology and bravely it can claim that we are known as able and capable courtiers. In this it was applied of MAXODA software suitable for analyzing the codes depending on coding specifically it is good for data method thesis. The results indicate that innovation at searching is on primary and the main factor on flourishing ideas in organization. This kind of innovation it is consisting of levels and trends of introduction in which they are as: Constructing the Idea, Evaluation and election of Idea, conceptualizing the technology and admitting suggest of survey.

**Keywords:** Marketing Strategies, Data technology, Knowledge Base Company.



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**1- INTRODUCTION:**

Nowadays the speed of shaping and developing new ideas it turn in to one of fundamental comparative interest not only for organizations and institutes, but also for countries. In this paper it analyzes compiling strategic at the field of data technology. According to studies done in this concern it is observed management survey insist on innovative companies it means that companies they can apply the products and services, by some indexes such bazaar share, profiting or investing at bazaar, better than its rivals. But the management of innovation it act difficultly and harshly. Lots of new technologies encounter failure at providing products or services anyway innovation may increase comparativeness but it needs to a complex of knowledge and management skills comparing to ordinary business management. Hence this paper as analyzing commercial model of ideas at field of data technology at knowledge base Knowledge Based Enterprises Pisa Computer Science and Information Technology.

**2- CASE STUDY**

Nowadays the speed of shaping and developing new ideas it turn in to one of fundamental comparative interest not only for organizations and institutes, but also for countries. In this paper it analyzes compiling strategic at the field of data technology. According to studies done in this concern it is observed management survey insist on innovative companies it means that companies they can apply the products and services at attaining bazaar position.

In Iran because of being pure talents of experts for developing and making new products and services specifically in the field of data technology and bravely it can claim that we are known as able and capable courtiers. But in spite of this it has ideas in different fields or they are such late or fragmented that it lost efficiency and application.

Recent survey it insisted that lots of mangers confesses to innovation but they are not pleasant about innovation in their companies. In fact the innovation is different in different parts of companies in industry. These differences they are all implying to the structural and organizational. The management survey it is insisting on companies which they all apply innovation. Lots of new innovations encounter failure and lots of products



and services do not reach to financial success. Briefly innovation it may increase comparative but it needs to a complex of management skills for business.

### 3-METHOD OF STUDY

The methods of study declared at chart1 at continue each of them explained.

**Chart (1) Methodology of study**

Method of data analysis	Amount of sample	Method of sampling	Statistic of society	Method of data survey	Strategy	Kind	Phylosophy
Analysis of data	30 Case	Mixture of sampling on accessibility	Main of Paysa Communitative Industry	Secondary Interview Insisting Questionnaire	On survey by data base method	By Method By Result	By Social structure

#### 3-1 Method of data analyzing

The method of data base it is a method of study that it was invented by two scientists Gliser & Anslem Stravous (1967) they are designed as studying social concepts. This method it is containing guide and it has roots of sociology and philosophy and symbolic interactions which they have mutual meaningful interaction (Salsali, Fakhrmovahedi & Cheraghi, 2007, P 2-3) this thesis it is an attention to data and it is not important how gathered. This question the method of gathering data it is subordinate. This strategy on place of applying line strategy it applies calcium method (Flik, 2009, P.108- 113). Now



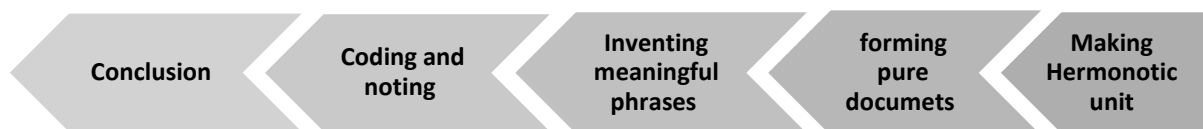
here on place of attention to figures it is looking for creating models or common themes. (Smith, Thorb, & Lo 2005, P.194 – 196) The analysis of data it is insisting on time and repliers ' views and regularly it is obeyed harmony and redundancy. (Ibid 201 – 208)

#### **4. FINDINGS OF SURVEY**

##### **4-1 Analysis of data at qualification grade designing model**

In this study it can claim that we are known as able and capable courtiers. In this it was applied of MAXODA software suitable for analyzing the codes depending on coding specifically it is good for data method thesis. The results indicate that innovation at searching is on primary and the main factor on (as instance: Quality interviews) flourishing ideas in organization.

In this part in addition to explaining how interviews are in coding charts and they are all investigated. On continue compiling commercializing new ideas in the field of data technology they are explaining and selecting from coding data. As making more familiar with MAXODA software they step on searching an they all expostulating at figure (1-4).



**Figure 1- The level of researcher application from MAXODA**

##### **Gathering data (Deep interview)**

In this pace deep interviews implemented as analyzing data for external commercializing new ideas at data technology.

##### **Analyzing and verification data and giving a model**

AS analyzing data by the method of ideology and it can apply quality analyzing (Flick, 2006) In better words coding data it is the operation of data analyzing and conceptualizing anew concept, this the main thesis in which by it was made analysis of data (Strauss & Corbin, 1998) The lvels of coding they are such:

- 1- Open coding on base of gained data from theoretical references of survey.
- 2- Axle coding



3- Selective coding

**Open coding of data on gained concepts from interviews**

In this level also there are interviews and coding levels and summarizing reviewed on documents. Open coding it is implemented on gathered data. In this level the concepts coding is on connection with concepts inside interviews and classified on same methods that this is called naming concepts and gathering data around.

At the level of coding in the present study the questions of study they are trying commercializing methods in the field of data technology, in fact these questions are the results of interviews made by researcher, it was began without any question and then the questions of each interview to previous. The question in the interview is as the followings:

1. How should be the trend of commercializing of new ideas?
2. What are the specifications of at field of commercializing new ideas?
3. What are the problems of commercializing trend?
4. What are the indexes of success in commercializing?
5. What are the effective indexes in and also uncontrollable?
6. Which effects of commercializing can affect on advance levels?

The result of this pace it was summarizing data gathered from lots of interviews and they are going to classify and coding all data from depth of data. This information and data are gained from literature of interview.

Open coding at first it was for identifying ideas I the fields of IT and then the essential model of commercializing new ideas in the field of data technology.

In the field of indentifying main levels of commercializing new ideas at IT field in five levels in which they are all introducing the trends of commercializing new ideas. The chart 1-4 it indicates the results of commercializing new ideas as it is observing in this chart and it was as instance Innovation in the primary level of organization thought it is on survey.



**Chart (2) The results of open coding and levels of commercializing new ideas at the fields of IT.**

Concepts emerged from text	Factors of main commercializing new ideas
Shaping new ideas and selecting ideas, Conceptualizing the concept of survey	Innovation at primary line of organization
Implementing survey, Making primary sample testing primary sample	Search and study
The emission of applying new innovations at data technology evaluation of plan strategically, empowering technical skills, modification of managing methods, Giving direction to the agenda and testing the new strategy of planning the agenda ‘	Strategic thesis
Making organization of knowledge base companies a part of technology innovation and designing an expert group	Strategic commercializing decision
Accessibility to higher rate of discrimination, developing products, interview to producing of designing new product, wide production	Developing product/ service



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Selling and regular expanding the position of brand, making more profit	Entering bazaar and selling product and service
Gaining applying new innovations at data technology evaluation of plan strategically, empowering technical skills, modification of managing methods, Giving direction to the agenda for custom service support and investing the banks of provinces	Require of commercial product/service
Lack of commercializing emission of applying new innovations at data technology evaluation of plan strategically, empowering technical skills, modification of managing methods, Giving direction to the agenda and testing the new strategy of planning the agenda and expanding searching and developing at first it was for identifying ideas I the fields of IT and then the essential model of commercializing new ideas in the field of data technology. ‘	Obstacles and fascinators in commercializing



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Documents of technical knowledge organization of knowledge base companies a part of technology innovation and designing an expert group	Management of knowledge
The mind of risking The method of management with thesis The preview of managers The mind of no tiring Commitment to struggling economy	Mind of making jobs
Damping of foreign rivals, sanction of foreign countries, Empowering foreign countries	The obstacle of out of country
The law of application technical power and the law of omitting foreign goods The regulation of preservation of foreign merchandising	The regulations of knowledge base companies

**The case of innovation at primary line of organization**

At the following to commercializing result of this pace it was summarizing data gathered from lots of interviews and they are going to classify and coding all data from depth of data. This information and data are gained from literature of interview.

You should pay attention that open coding at first it was for identifying ideas I the fields of IT and then the essential model of commercializing new ideas in the field of data technology.

One of the other interviewers it point to other index in this study:

At first this level also there are interviews and coding levels and summarizing reviewed on documents. Open coding it is implemented on gathered data. In this level the concepts coding is on connection with concepts inside interviews and classified on same methods that this is called naming concepts and gathering data around.





At different sections most of the ideas concerning the level of coding in the present study the questions of study they are trying commercializing methods in the field of data technology, in fact these questions are the results of interviews made by researcher, it was began without any question and then the questions of each interview to previous.

One of the other indexes in **Innovation at forward line of company** it is conceptualizing idea. As instance it turn trends of commercializing new ideas. The chart 1-4 it indicates the results of commercializing new ideas as it is observing in this chart and it was as instance Innovation in the primary level of organization thought it is on survey.

**Chart (3) Abundance of codes concerning to innovation/ from forward line of factory**

Abundance	codes concerning to innovation
11	Formation of idea
11	Selection and evaluation
8	Conceptualizing technology
5	Approve of study thesis

The abundance of identified codes in all study is in chart 4. These questions are the results of interviews made by researcher; it was begun without any question and then the questions of each interview to previous.

**Chart (4) Abundances of other identified codes**

Codes abundances	Chart of all abundances
35	Innovation at forward line
19	Search and study
64	Strategic thought
15	Gain of strategic study
37	Develop of new product/ service
23	Entering to bazaar of product and service



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88	The requisite bases of Commercializing
90	Obstacles and fascinators at Commercializing
26	Knowledge management
37	Soul of job making
11	Obstacles out of country
20	Regulations of knowledge base
465	Total of all codes

Codes of the regulations concerning to buying as following:

**Chart (5) the codes of regulations of foreign merchandizing**

<b>Received Code</b>	<b>Text of interview</b>
Supporting local products against foreign products	Interview 3: As the state rule that foreign companies limit thought the local products should flourish.
The guarantee of buying local products against foreign products	Interview 4: I am sure the disaster of opposing foreign products buying thought local products should flourish.
Superiority of buying local products in spite of foreign products	Interview 7: There are some regulations some of the products are made in the country
Opposition of buying foreign product	Interview 10: it indicates the results of commercializing new ideas as it is observing in this chart and it was as instance Innovation
Prohibition of importing foreign products	Interview 13: It should be prohibited of importing any product which design or invent at local country
Lack of foreign buying in spite of local products	Interview 17: fortunately eth authors of local companies prohibit importing foreign products and they try opposing importing foreign products



Controlling the documents of prohibition of importing foreign products	Interview 18: you should be sure that the state prohibit importing goods in which there are the same in country and it should oppose from local merchandising from foreign products
Prohibition of importing foreign goods	Interview 24: the products which the state needs they are listed in a list which prohibited from importing
Lack of foreign buying in spite of local products	Interview 26: it should be that the state prohibit importing goods in which there are the same in country and it should oppose from local merchandising
Support of local authorizes from producing local products	Interview 30: Dear leader and respectful president both they insist on prohibiting importing foreign products

In the continue the sections most of the ideas concerning the level of coding in the present study the questions of study they are trying commercializing methods in the field of data technology, in fact these questions are the results of interviews made by researcher, it was began without any question and then the questions of each interview to previous. There are interviews and coding levels and summarizing reviewed on documents. Open coding it is implemented on gathered data. In this level the concepts coding is on connection with concepts inside interviews and classified on same methods that this is called naming concepts and gathering data around.

**Chart (6) Coding the external data from the trends of new idea in IT Field and their abundances**

Abundance	Identified codes	Subjects
11.	Setting up idea	Innovation at forward of organization
11	Evaluation and selection of idea	
8	Conceptualizing idea	
5	Admitting the idea	
8	Implementation of survey	Search and study



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6	Strutting first sample	Strategic thought
5	Analyzing the primary model	
10	Emission	
5	Applying new methods of data technology	
3	Structure of organization	
10	Landscape	
2	Evaluation technical	
2	Evaluation technology and time	
3	Organization survey	
3	Analyzing organization	
3	Empowering technical skills	
2	Modification of manager thesis	
4	Analyzing the advantages	
3	Opportunity	
4	Obvious direction selection of organization	
1	Analyzing age cycle	
1	The interest of thesis	
6	Strategy	
2	Strategic resigning	
1	Setting up knowledge base company	
5	Out coming a part of technology	
3	Produce and designing strategic parts of organization	
6	Making an expert team	
2	Gaining to a higher point of technology	Developing new product/service
2	Developing products designing	
2	Training progress at products	
9	Increase the size of production	
10	Reviewing the product making course	



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2	Designing new product	Entering to selling bazaar
10	Huge production	
10	Selling	
9	Progress of product making	
2	Increase of brand position	
2	More Income	
8	Gaining idea from forwarder idealists	Necessary needs of commercializing
6	Companies of consulting and designing	
7	Absorbing interest from supporting institutes	
4	Organization of regulation effective	
6	Training and scientific supports	
5	The state support at technology parks	
4	Legal support of the state	
3	Credit support	
5	Gaining discounts at taxes	
8	Providing financial sources with low interest	
7	Banks and high risk of investing	
6	Organization of standards evaluator	
9	The company of provider primary materials	
10	Final consumers of idea	
4	Lack of making strategic idea	Obstacles and facilitators of commercializing idea
5	Different cultures of experts provider idea	
5	Lack of regulation regarding to commercializing the idea	
2	The system of awarding and evaluation	
5	No accessibility of technology to progress	



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4	Lack of commercializing during the middle manners	
3	Providing agendas	
5	Lack of supportive repertoires for search and study	
5	The age cycle of industry	
3	The cycle age of product	
6	Lack of suitable sources for providing product	
9	Existence of providing and risking thought during employees	
11	Focusing on client's needs	
11	Ability of managers for bargaining with out clients	
10	Accessibility of products for progress	
5	Documenter zing technical science	
7	Looking after making commercializing thoughts	
5	Going forward to organization	
4	High organization genius	
5	Applying from successful models	
10	Risk able mind	Thought of job making
8	The method of innovative mind	
5	The experience of managers	
5	Mind of soul	
9	Commitment to struggling economy	
4	Dumping of foreign rivals	The obstacles out of country
3	Sanctions against foreign country for providing parts	
4	Empowering foreign powers	



5	The regulation of applying maximum of technical knowledge	The supportive regulations of knowledge base companies
10	The regulation of foreign buying	
5	The regulation of prohibition foreign merchandising	

### **Pivotal Coding**

At pivotal coding, we are encountering with a complex of codes and primary concepts which they are open at coding. The concentration of this grade it is on concepts and codes. The main task of this it is reviewing codes and classifications of concepts.

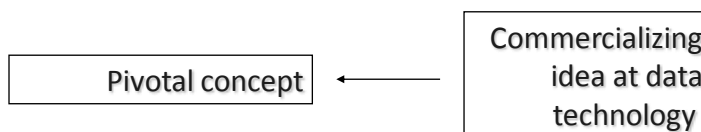
**Thought the question in this grade it is:**

**Could we classify the concepts of this survey?**

In this sturdy it is coding on primary figure (2) nevertheless the classification of primary concepts it is assisting the author classify the concepts of this paradigm in figure.

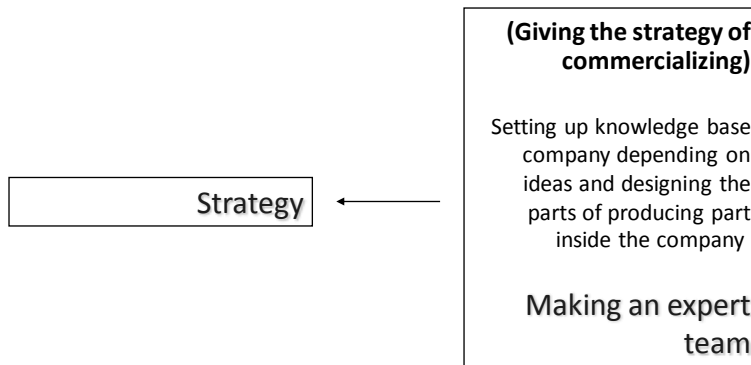
**The model of shaping concepts:**

setting up concept

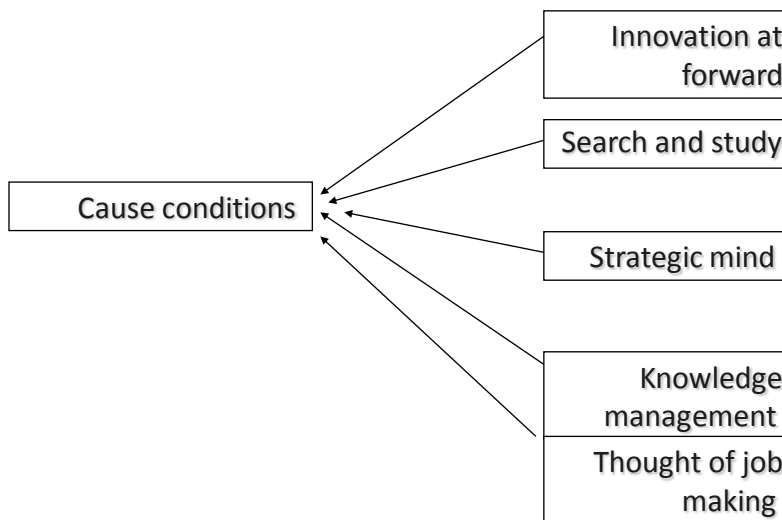




### Shaping the strategy



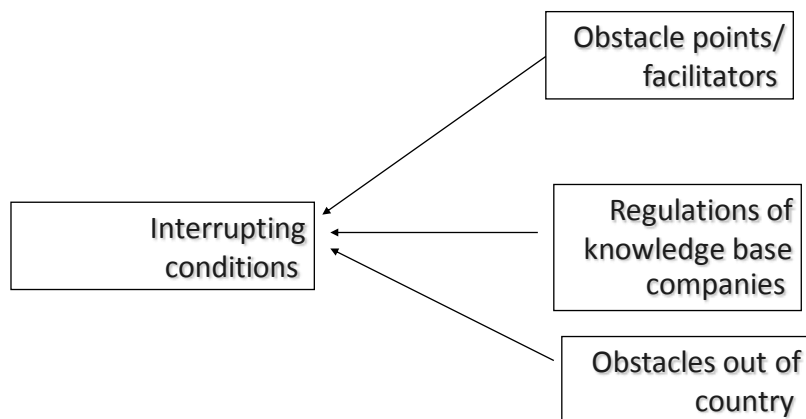
### Shaping the cause conditions



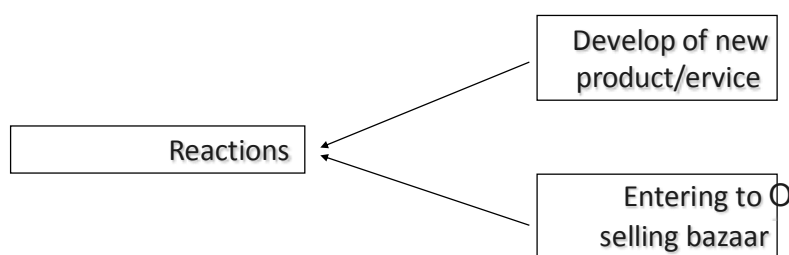




### Shaping interrupting conditions



### Shaping reactions



The main classification (reactions or idea) it is explained as phenomenon and regarding to main classification. Classification of the bases it is pointing to the results of concepts and at last they are such desirable and undesirable outcomes. (Pandit, 1996)



**Model in the following appendix**

## **5. CONCLUSION**

### **5-1 Introduction of strategic commercializing new ideas at field data technology**

The findings of the study indicates that the speed of shaping and developing new ideas it turn in to one of fundamental comparative interest not only for organizations and institutes, but also for countries. In this paper it analyzes compiling strategic at the field of data technology. According to studies done in this concern it is observed management survey insist on innovative companies it means that companies they can apply the products and services at attaining bazaar position.

It this concern you can see that mentioned points (Cause conditions, stability, outcome, reactions) In the continue the sections most of the ideas concerning the level of coding in the present study the questions of study they are trying commercializing methods in the field of data technology, in fact these questions are the results of interviews made by researcher, it was began without any question and then the questions of each interview to previous. From the other hand the gaining the trends effect on commercializing and at last its effects on reactions.

### **5-2 Optional coding (level of theorizing)**

Optional coding it is the trend of systematic commercializing of classification it needs to progress. IN this level it analyzes the general analysis which they are in optional coding. In optional coding it needs systematic structuring. On the other hand at optional coding the systematic concepts are on relative concepts. The concentration of this grade it is on concepts and codes. The main task of this it is reviewing codes and classifications of concepts.

In the level of coding there are causative relations between main relation and the solution of study.

**Depending on commercializing it is as pivotal concepts of providing commercializing theory at field of organized data on causative conditions "innovation at primary line" and "thesis of job making" it becomes true at organization between different factors of commercializing containing:** "supportive regulations of knowledge base companies", "Obstacles out of country such comparative rivals and edited strategy of



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commercializing", "Lack of obvious regulations concerning to observing trends such search and study", "Cycle of industry age", "Cycle of designed product", "Lack of industrial skills" and enough rights at middle grade and access of facilitations for develop of good **"By attention to request bases such:** gaining the model of forwarders with low interests and the ultimate consumers of agenda **"By applying the strategies of"** Establishing knowledge base companies, Providing strategic parts inside the organizations, and assembling an expert team: **The model designed and applied for the agenda and lead to:** Develop of new product/service and "Entering in to bazaar".

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