

# Commercialize or Not? : A Systematic Literature Review on Academician Desires to Market their Innovation during World COVID-19 Pandemic.

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- **Abstract:** This paper aims at investigating the academician behavioral intention on innovation commercialization through a comprehensive analysis of Systematic Literature Review (SLR). During the COVID-19 pandemic era, world economic had faced severe of impact with challengingly. In consequences, the commercialization of innovation outputs could lead significant benefits for nation especially while economic recovery period. One of the main active contributors of new innovation is a researcher among academician. Therefore, human behavior studies are needed to identify the influence factors that affect academicians in developing countries during this world pandemic era. This SLR analysis used three databases namely Scopus, Web of Science and EBSCOhost for selecting articles published starting 2014 until 2021. There had 178 articles were identified, only 43 articles were selected as the final set based on the inclusion criteria. Majority of the articles (31/43) were adopted to determine the key drivers of academicians' intention toward university technology commercialization, whereas the smaller portions of articles (12/43) were conducted meta-analysis among them. Based on the result of SLR, indicated that most often applied key drivers in past studies are personal attitude, subjective norm and perceived behavioral control accordingly. The meta-analysis also found that all these factors gave low effect on academician commercialization intention. A few of recommendations toward university, government and future studies were purposed at the end of paper, which expect to enhance the success of university technology commercialization in Malaysia.
- **Keywords:** Academicians; behavioral intention; technology commercialization