

## Superior Institution Transfer Model

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**Abstract:** Business incubators have now become a recent line of research because of the importance they have for the economic development of countries. Its beginnings, according to various studies, data from the 70s of the last century, predominantly in the United States of America and Western Europe.

But incubators are not only developed for knowledge and research, but also for specific economic development models. So much so that this new type of companies will help to strengthen the entrepreneurial talents used in research and innovation, designing research, development and product strategies of the products generated in the incubated companies.

**Background:** This research is carried out with the purpose of contributing to the institution, so it has been considered to analyze the different Incubator models of existing companies to know their performance and operation and to be able to propose the one that by its nature meets the needs and demands of the Graduate College.

That is why we consider our proposal convenient because it can contribute to identify the relevance of the incubation model to be applied in the long term in the Graduate College. Also, obtain institutional approval, as far as possible in order to contribute to the growth and organizational development of the Graduate College.

Of course our research is based on highly detailed theoretical and practical foundations in order to have a competitive and strategic level so that the circumstances are optimal.

**Materials and Methods:** The appropriate method to choose is the application of the qualitative method, through exploratory research, based on the feedback of potential clients with in-depth individual surveys, with closed multiple-choice questions and with a simple, stratified random sampling focused on our potential customers of the Municipality of Cárdenas.

The qualitative research method, taken together, is less structured and more intensive data than standardized interviews based on questionnaires. There is a longer and more flexible relationship with the interviewee, therefore, the resulting data has more depth and rich context, which also means greater potential for new knowledge and perspectives. The number of respondents is small and is only partially representative of any target population, but not a substitute for carefully structured and large-scale field studies. (Aaker)

**Results:** Once the information collection is completed, and completing the development of the project, the results obtained in the application of the surveys and interviews are evaluated.

The purpose of this project has been to demonstrate the feasibility of a business incubation model that fits the characteristics of the Graduate College for the promotion of products, ideas or innovations that are forged in it, and thus stimulate people involved in undertaking more and new business ideas.

So to give function to the proposal, the execution of probabilistic sampling instruments such as the survey and interview was carried out, the first one carried out to the students and graduates and the second one to the Administrative, Doctors-Academicians of the Graduate College of the same so that statistical and descriptive data were obtained that would allow us to know the different appreciations of the people involved with respect to our proposal and that in such a way will locate us to have judgment in the decision making that correspond to this research work.

**Conclusion:**

In order to simultaneously understand the concept of this research, it is important to highlight the importance of business incubation models today, because they are also considered as accelerators of economic and social development and that it serves as an intermediary between an institution or organization with society, producers and entrepreneurs interested in incubating a business idea..

**Key Word:**Incubator, business, companies, entrepreneurship

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## **I. Introduction**

Business incubators have now become a recent line of research because of the importance they have for the economic development of countries. Its beginnings, according to various studies, date from the decade of the 70s of the last century, predominantly in the United States of America and Western Europe.

But incubators are not only knowledge and research developers, they are also models of economic development. So much so that this new type of companies help to strengthen business talents based on research and innovation, designing research, development and marketing strategies for products generated in incubated companies.

Therefore, new concerns have arisen on the part of the people involved in this research topic, so we started by taking action paths that lead us in a manner consistent with our objectives and to favor the Campus Cárdenas Tabasco Graduate College with our proposal which we hope will be useful for your institutional system and that in the future you can resize the information, knowledge and experience arising from this process.

However, it is expected to have the participation of teachers and students so that the work is carried out in the long term. And indeed, the participating entrepreneurs will have to be sensitized and aware that new entrepreneurial ideas must be developed in order to contribute to the socio-economic environment.

## **II. Material And Methods**

For the purposes of conducting the investigation, the appropriate method to choose is considered to be the application of the qualitative method, through exploratory research, based on the feedback of potential clients with in-depth individual surveys, with closed questions with multiple choice and with a simple, stratified random sampling focused on our potential clients of the Municipality of Cárdenas.

The qualitative research method, taken together, is less structured and more intensive data than standardized interviews based on questionnaires. There is a longer and more flexible relationship with the interviewee, therefore, the resulting data has more depth and rich context, which also means greater potential for new knowledge and perspectives. The number of respondents is small and is only partially representative of any target population, but not a substitute for carefully structured and large-scale field studies. (Aaker)

Therefore, we have considered using the qualitative research method, through exploratory research because it gives us the opportunity to show the sustainability and prosperity of our inquiry using tools that facilitate us to obtain the expected results.

One of the three main categories of acceptable uses of qualitative research methods is Exploratory, which consists of:

- Problem definition in a more complete way
- Indication of hypotheses to be tested in a subsequent investigation
- Generation of new products or service concepts, problem solutions, product feature lists, and so on.
- Perform the preliminary test of structured questionnaires.

To have a better appreciation of the potential clients, we will resort to the use of the survey so that we will subsequently obtain specific data that will help us deepen and direct our lines of inquiry towards the same objective, this with the purpose of having the necessary elements to know the public's opinion about the future execution of a business incubator in COLPOS or how much knowledge they have about business incubation models and that they know about the services it offers, for this reason in Data collection, we consider this tool to obtain very reliable and direct information.

The most difficult step is to specify exactly what information should be obtained from each interviewee. Poor judgment and lack of reflection at this stage may mean that the results are not relevant to the purpose of the investigation or that they are incomplete. Both problems are costly and can seriously decrease the value of the study.

Regardless of the type of closed response format (multiple choice), the advantages are the same. These questions are easier to answer, both in a personal interview and in a mail survey; it requires less effort on the part of the interviewer so it makes tabulation and analysis easier. In general, a closed answer question takes less time than an equivalently open answer question.

For sampling purposes it is necessary to consider the following process steps:

- 1) Identify the target population
- 2) Determine the sampling frame
- 3) Resolve the differences
- 4) Select a sample method
- 5) Determine the relevant sample size
- 6) Obtain information from the interviewees
- 7) Handle the problem of the unresponsive public

8) Generate information for decision-making purposes

Most market research projects employ a traditional sampling method without replacement, because an interviewee is not contacted twice to obtain the same information. Among the traditional sampling procedures, some are informal or even casual. Probabilistic sampling has several advantages over non-probabilistic sampling. First, it allows the researcher to demonstrate the representativeness of the sample. Second, it allows an explicit statement about how much variation is introduced, because it uses a sample instead of a population census. Finally, it makes possible the most explicit identification of possible biases.

Secondly, it is necessary to develop the method to select the sample. Third, the sample size must be determined, which will depend on the accuracy needs, the variation within the population and the cost. Finally, the problem of non-response must be considered.

**III. Result**

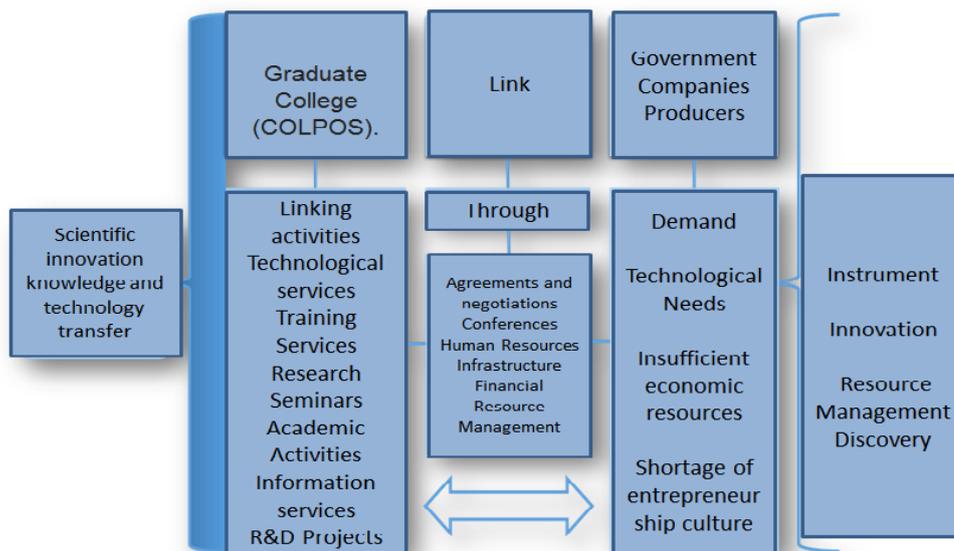
Policies for the promotion of science and technology, constitute an element of primary importance in the development of our country, because there is a direct relationship between the capacity for innovation and competitiveness, in addition to being horizontal policies that can and should contribute to the development of different sectors and to improve the well-being and quality of life of citizens.

Based on this approach, the objective of technology-based companies is to constantly innovate to compete, so it is considered convenient to incubate viable projects, of convinced entrepreneurs and promote institutional development through the creation of technology-based companies, promoting the Technology transfer

Consequently, to which the necessary information has been obtained to be able to know and interpret the different incubation models existing within the National and International scope, it is proposed to develop a new business incubation model called (MTDIT) Development and innovation transfer model technology, to improve and / or transform companies that generate innovative products and services with the intention of accelerating the socio-economic purposes of the College of Postgraduates Campus Cárdenas Tabasco.

Through various theoretical activities - practices that somehow generate an essential link with Academic, Research, Linking and cultural activities with the new component (MTDIT) in order to join efforts and achieve new purposes that lead us to obtain fruitful results.

**Figure 1** Structure of the Technology Transfer and Development and Innovation Model



Source: Own elaboration Structure of the MTDIT Model proposed for the Graduate College.

**IV. Discussion**

Once the information collection is completed, and completing the development of the project, the results obtained in the application of the surveys and interviews are evaluated. The purpose of this project has been to demonstrate the feasibility of a business incubation model that fits the characteristics of the Graduate College for the promotion of products, ideas or innovations that are forged in it, and thus stimulate people involved in undertaking more and new business ideas. So to give function to the proposal, the execution of probabilistic sampling instruments such as the survey and interview was carried out, the first one carried out to the students and graduates and the second one to the Administrative, Doctors-Academicians of the Graduate College of the same so that statistical and descriptive data were obtained that would allow us to know the

different appreciations of the people involved with respect to our proposal and that in such a way will locate us to have judgment in the decision making that correspond to this research work.

Achievements and limitations of research. Research achievements. It was possible to gather information of great value for the realization of this project in order to know in a more favorable percentage if they consider adequate and of much benefit a business incubation model within the Graduate College, Campus Tabasco, in order to link more to the College with the productive and business sector.

Limitations of the investigation. The preparation and obtaining of the sampling data was not easy since obstacles and barriers existed during the procedure such as not being able to interview all the research doctors due to their schedules and the school and extracurricular activities they perform, we also had to resort to use of instant messaging to send the surveys to graduate and master's graduates and so extra time was required than was scheduled for this subject.

## V. Conclusion

To be able to simultaneously understand the concept of this research, it is important to highlight the importance of business incubation models today, because they are also considered as accelerators of economic and social development and that it fulfills the function of intermediary between an institution or organization with society, producers and entrepreneurs interested in incubating a business idea.

By consulting different bibliographies on the subject of research, we managed to nurture our vision about the incubation models existing in Mexico and in other countries such as Brazil, Argentina and the United States where there are different organizations where they support and follow up on the ideas incubated through business programs. Through our experience acquired and reinforced through theoretical and practical knowledge, we have deduced that our proposal is a business incubation model for the Graduate College, Campus Cardenas Tabasco. It brings with it the purpose of providing scenarios that allow and facilitate the institutional link with the business, so that COLPOS is modernized and gives way to innovation to conquer new markets and achieve its goals through strategies that open objective gaps towards future.

We are aware that the main activities carried out by the Graduate College are agricultural and forestry activities, so those interested in incubating a business idea project related to these activities would have the opportunity to implement and deploy their idea sheltered by the MTDIT model that as a base has the promotion of the transfer of scientific knowledge and the transfer of technological innovation from the services offered by COLPOS to all its applicants.

Another important point to note is that the sustainability of our reception thesis work is based on a methodological procedure that consists of identifying the population, determining the sampling, gathering the information through instruments (interview survey), then interpreting and analyzing each one. of the statistical data contributed to deepen and meet the expectations of the people surveyed.

A fundamental aspect, in the measurement of the results, is that it is not possible to improve what is not known, for this reason it is necessary to have indicators that allow us to measure the performance of the services provided by COLPOS and make projections through a system of quality management that provides us with efficiency and effectiveness to diagnose proper decision making.

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