

- **Research proposal**

- **Background**

With increased globalization, regions are now more crucial than nations in fostering and comprehending innovation and economic success (Krugman 2005) Which is why nowadays governments started to focus more on regional innovation development. North East England, specifically, has always been regarded as the “innovation leader”, this region has secured up to 6 times as much government innovation funding as some other areas and more than any other region of the UK. And there are 10,000 northeast businesses are involved in the R&D projects. These resources have enabled many innovations to be made at the forefront of different sectors (eg. digital and technology, manufacturing and engineering, etc) to great effect (e.g. 26% of all—electric vehicles in Europe are made here) The region also offers a lot of innovation programs/opportunities (eg, The Innovation Challenge which uses North East talents to solve commercial and social challenges) While there is a general awareness of the positive effects of regional innovation programs, there is still a lack of understanding of how and why these support programs vary for different companies (involve different sector or development stages) also the program “Innovate UK”, Which provides both financial and non—financial support for the innovation development across the UK, was found been used shockingly less within North East region (eg. Durham, New Castle). The research would also be focusing on investigating the reason behind such phenomenon, This exploration is crucial for the North East region as it has a very large company base, Segmentation on these supporting programs can help with the overall efficiency.

Research question

How do innovation support programs vary and the reason behind this variation?

Why is there a lack of understanding and use of such funds? How can government improve their innovation policy accordingly?

Objectives

- Establish an understanding of the Northeast innovation support programs and market
- Sort the program details into forms based on 1) different industries 2) different development stages (eg. Start—ups, well—established)
- Summarizes the main differences between these programs and links to previous literature, to explain the reasons behind them
- Evaluate the effectiveness of the current innovation programs(eg. Innovate UK)
- Make recommendations on the policy and future development direction

Research implementation

There are 4 potential implementations of this research

1. Through the creation of a poster, the general public (e.g. , investors and entrepreneurs) can quickly establish a basic understanding of the current market situation, innovative projects, and their effectiveness in the Northeast region. This information will enable them to assess

- the potential of the area and provide guidance for future investment and development choices.
2. Help existing companies in the region to reflect on whether the programs they are involved in are suitable, enabling them to make modifications in line with their corporate characteristics to improve the overall effectiveness of the innovation programs.
 3. The whole research process (especially the interaction records between me and the supervisor) will provide evidence for the Academy Of Management (AMP), in terms of assessing the impact of university innovation and entrepreneurial ecosystems
 4. The result of the research shall provide direct guidance for the Durham county and other related party in their next 10 years innovation policy implementation.

Methodology

This project will mainly involve the use of qualitative research methods (including interviews and surveys etc) to collect both primary and secondary data

- Literature reviews and websites will be used to collect information in terms of the innovation programs available now, detailing their content
- Literature reviews on both innovation and Entrepreneurship study, this is to gain more insight into relevant theories within these 2 areas
- Make a list of the potential firms that are suitable for interviews and questionnaires, then investigate each. At least cover 3 firms each from different development stages (start-ups, in progress, well established), and preferably from different industries.
- Once the company is chosen, first conduct detailed semi-structured interviews with the high or middle-level managers of the company. Then based on the information gathered, develop a survey for employees (ideally should have at least 100 participants for each company, but the number may vary depending on the scale of each company)
- Gathered all the information and analyse it together, especially focusing on comparing the differences in the implementation and effectiveness of the program between firms, then presenting them in the post

Timeline for Summer 1 (rough)

- June 2023 Start reviewing previous literature and research in innovation, Explore not only Northeast but the innovation programs and development for the whole UK, and start consultation with the supervisor (we shall have a meeting 1-2 times every other week)
- June 09-June 14 Finish reading and sort Innovate UK into forms
- June 09-June 14 Reading about Silicon Valley and Durham County development and making a comparison between the 2
- June 09-June 14 List the strength and weakness identify from Durham's development
- June 09-June 14 Critically analyse the current model used by the government
- June 09-June 14 read about Innovation and Entrepreneurship
- Jun 14th meeting with the professor
- June-August continuous meeting and follow up with the board
- July 2023 Start working on interviews
- July-August creating the report and post
- August&September 2023 Analysing data and poster preparation, Meanwhile participated in

both online and offline events and ask for advice from speakers in relation to my current research progress

Krugman, P. (2005). Second winds for industrial regions? In D. Coyle et al (Eds.) , *New Wealth for Old Nations: Scotland's Economic Prospects* (pp. 35– 47). Princeton University Press, Princeton.