

**Title :**

A New Approach for Pricing Technical Knowledge for Commercialization Using Multi-Criteria Decision Techniques Case Study: Cooler Brushes Engine

**Abstract :**

Abstract Among the difficult activities in the field of product commercialization, valuation and pricing of technical knowledge used in technology. The lack of affordable technology to market and the lack of a good price guide have led many companies to sell goods or technologies that are not in line with the market demand for the market. Various models have been presented so far in the field of technical knowledge pricing, More emphasis has been placed on the mathematical model of price calculation and the impact of two factors of time and risk rate on the price of technical knowledge and Less identified are other factors affecting pricing. Also, in many organizations, the presentation and estimate of the price of products and technologies is based on the experts' ideas and opinions. On the other hand, the lack of clarity of all factors and indicators affecting the price of a technical knowledge and the uncertainty about how each of these factors influences the technical knowledge price makes it difficult to place technical knowledge. Accordingly, in different studies, through different models and methods of technical knowledge assessment, a certain number of factors affecting the price of technical knowledge have been identified, which, by assessing the impact of each of the factors, estimates the estimated actual price of a technical knowledge, However, there is still a need for further research and studies to identify a complete set of factors and indicators that affect the price of know-how. Therefore, in this research, firstly, types of technology sales contracts were identified and according to the criteria and organization strategy, the sales method was chosen. In the following, basic technical pricing methods are introduced; using Promethean decision technique, a suitable pricing method for selecting and pricing technical knowledge is done with this method. In the next step, a new approach to pricing is presented. At this stage, considering the characteristics of the existing methods for valuing technical knowledge and its advantages and disadvantages, a comprehensive set of indicators and indicators appropriate to the industry and product studied with the assistance of industry experts are identified and developed. Then, in order to weigh the determined criteria, the technical knowledge of the study is based on the hierarchical multi-criteria decision making model and pricing with this model.

**Keywords :**

Pricing, Technical Knowledge, Commercialization, Brushless Engine, Marine Industries Organization, Multi-criteria Decision Making.