**Stage 2: Preliminary Quantitative**

* Research
* Pilot survey
* Preliminary data analysis

**Stage 1: Exploratory Qualitative Research**

* Identify research problem
* Identify research objectives
* Develop preliminary resear-h model
* Develop draft scale
* Focus group discussion
* Interview experts

**Stage 3: Formal Quantitative Research**

* Formal survey
* Data analysis
* Conclusion and recommendations

**Figure 2** The research process for critical factors affecting creative innovation and competitive capacity