



Product development practices that matter

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0.5in. Product Development consists of activities to transform

a market opportunity and technological innovation into

successful products. Several waves of improvements in

technological innovation and product development have

already substantially enhanced companies ability to deliver

differentiated products to markets faster, more efficiently, and

with higher quality. However, the degree of success achieved

has varied greatly between companies and even among units

within individual companies. Determining important processes

in the product development and their relationships with

organizational and project performance are crucial to

sustainable success in product development. Studying these

relationships would give us insights into the product

development dynamics. The objectives of this research are to

determine important product development processes and their

relationship with each other and organizational capabilities.

To achieve the objectives of this research, a step-based

approach was adopted. First, understand relationship between

processes and firms actual financials such as Sales, R and D

Expenditure, and COGS. Second, identify relationship between

processes and self-reported performance on Financials,

Operational Effectiveness, Product Performance, and

Customer Satisfaction. Third, identify relationship among

different performance parameters to unearth indirect impact

of...

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