

Designing a Management Model of Effective Inter-departmental Integration for Successful New Product Development

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ABSTRACT

The purpose of this thesis is to analyze the influencing factors on management integration between organizational departments in the firm and to construct the management principle and theoretical model by product characteristic group and product development of the firm.

To attain the stated purpose, the following analysis has been made in terms of three categories.

(1) Classifying the characteristics of new products into two axis of technology and market. And analyzing the influencing factors on inter-departmental integration.

(2) Dividing the development procedure of new products by their stages and analyzing the influencing factors on inter-departmental integration.

(3) Including all of the influencing factors to the integration among new product development departments such as R&D, production, and marketing.

For the above analysis, this paper adopted the approach to set up and verify some reasonable hypotheses. The data used for testing the hypotheses were collected by research questionnaire from middle managers of large electronic companies in Korea.

Some of the multivariate statistical methods - such as 「frequency analysis」, 「correlation analysis」, 「factor analysis」 - were used for the data analysis.

The major findings obtained from this research are as follows:

(1) By characteristics of new product, degrees of requirement and achievement on the integration differ mutually, and influencing factors on the integration are diverse.

(2) By development stage of new product, degrees of requirement and achievement on the integration differ mutually, and influencing factors on the integration are diverse.

The significant outcomes of this research can be summarized in two perspectives:

(1) From the practical point of view, useful management principles for the efficient integration between R&D/marketing, R&D/production, and production/marketing could be proposed.

(2) From the academic point of view, designing the inter-departmental integration model by product characteristic group and product development stage respectively, a rigorous theoretical model could be constructed.