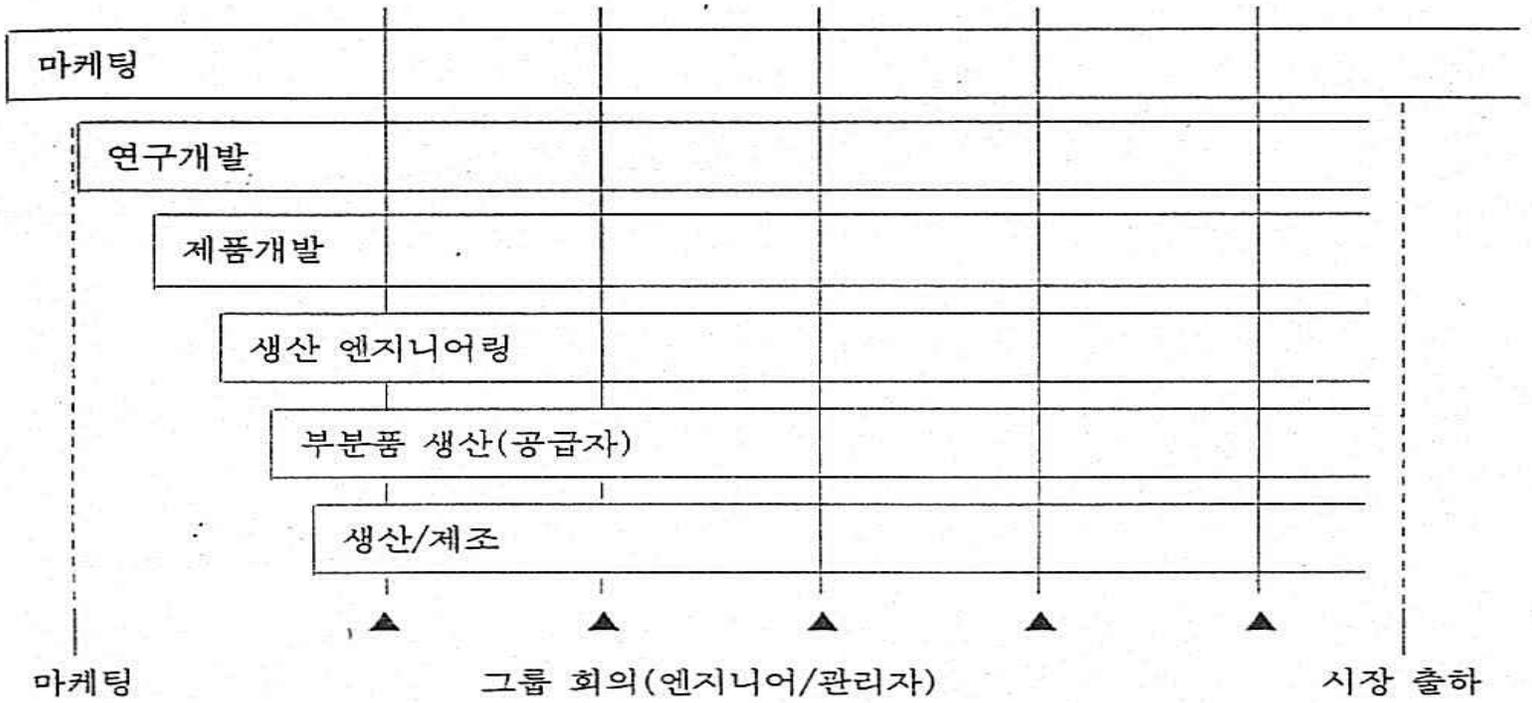


(1992)⁸⁾

< 1 > Nissan



1 2 (technology - push) (need - pull)

(simple linear sequential process) . 70 80 3

(coupling model) 가 가

1, 2 . 3 가

80 4 (Parallel process, 'Rugby'

approach. < 1 >) . 80 R&D (, CAD FMS

) (Vertical Cooperation) (Joint Venture,

Strategic Alliance) 가가

90 5 (SIN: System Integration and Networking model)

(expert system) (physical prototype development) 가

3. 가

가 ((competitive technology 가

) (fundamental scientific knowledge) propriety technology)

「先 後 」 . 80 가
가
R&D(1 R&D), . Roussel et al. (1991)¹²⁾
R&D(2 R&D) 3 R&D
Production , ,). (R&D, Engineering,
가 , ,
가
가 '82~'89 .
가 /
scale - up 가 가
가 가 가
() , ,
가 가 가 가 가
가 (serendipity) 가 가 가 「先 後 」

1)

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