

The Relationships of New product Performance with the Interaction of Cross-Functional Integration

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ABSTRACT

There were many researches about new product performance in the past, but some researches results are not same and some researches variables have never been researched. This research tries to measure the new product performance from the interaction of cross-functional integration .The research establish the first research frame, go deep into the product that interview new product expert's scholar to develop, correct the first research frame and questionnaire, then carry on the questionnaire. One Thousand questionnaires were released by Mail. , And the retrieved valid questionnaires are calculated up to 167 copies. Empirical results indicate that there is a positive relationship among new product performance with R&D-marketing integration and team reflexivity.

1 · INTRODUCTION

New product development projects typically require some level of integration between research and development (R&D) and marketing in setting new product objectives, identifying market opportunities, determining product features or capabilities, and resolving product cost-design-performance trade-offs (Griffin and Hauser, 1996;).

Teams are seen as the vehicle that allows the crucial cross-functional collaboration and sharing of scarce resources to bring projects to successful completion through synergy of the various functions, satisfying increased pressures to bring products to market faster, This research adopt for the variables.

Given this importance of teams to organizations, it is not surprising to see that research interest in explaining team performance stays strong (e.g. Sicotte and Langley, 2000; Hoegl and Gemuenden, 2001). Beginning with the conceptual models and review of such scholarly work by Gladstein (1984) to the more recent fine-grained empirical tests of the relationship between key team characteristics, team processes (see the extent of team collaboration and performance in Hoegl and Gemuenden,2001;), and even variables moderating or mediating team-level characteristics and team performance (see Stewart and Barrick, 2000), researcher have been strongly interested in explaining what team-level variables are related and influence performance

How can market leaders avoid the innovator's dilemma and continually develop disruptive innovations to retain their leadership position? This research tries to look for the answers.

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