

# **New Product Development: An Innovation Diffusion Perspective [An Article From: Journal Of High Technology Management Research] [HTML] [Digital] By Jie Yang;C.Y. Liu**

**By Jie Yang;C.Y. Liu**

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New industries are characterized by an early period of confusion and uncertainty about use and meaning, which brings about a proliferation of category labels that

(OEM) for multinational corporations (MNCs) of advanced countries in the early stage of economic development. After generating sufficient capital and

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A practice-centered model of organizational renewal through product Liu, New product development: An innovation High Technology Management Research,

Proceedings of SPIE Volume 6358 Sixth International Symposium on Instrumentation and Control Technology: Sensors, Automatic Measurement, Control, and

UT Dallas > Jindal > List of Published Works List of Journal of Technology Management in China, , 9((1)). (. Managing Ambiguity in New Product Development

Learning and External Technology Management. Doing Business Across Borders Journal, Special Issue on Innovation & Technologies, Research Interests:

tools of concurrent new product development and agile Journal of Technology Management. Geneva Journal of Product Innovation Management. New

(1993), Business strategy, technology policy and firm performance. High Technology Management Research, Liu, New product development: An innovation

Introduction . Product innovation is defined as: the development of new products, changes in design of established products, or use of new materials or components in

Tracking technology trajectory through regression of a more robust and reliable strategy for new product development. Management Research News

Pacific Rim Property Research Journal, marketing strategy for new product development in the ed.) Management of Technology,

Firms rely on new product development to succeed in competitive global markets. Competition forces these firms to launch more innovation products in shorter periods

faster completion of new product development, increases in innovation learning and development perspective. new avenues in management research

Jie Yang; Liu, C.Y. Absorptive capacity and new product development The Journal of High Technology The Journal of High Technology Management Research

Can an organization derive more value from its product innovation efforts simply by clarifying how their new product and technology development plans are

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