新產品管理之微世界建構：系統動力學觀點

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摘 要

處於數位時代的今天，企業經營環境以10倍速往前躍進，資訊科技產品的快速生命週期只是其中一個現象，而消費者才是市場的最後決定者。因此消費者對新產品的接受程度及評估偏好則成了新產品成功的重要因素，亦是本研究所關注的焦點。而目前本研究僅針對現有的市場及產業結構，以系統動力學為研究方法，利用模擬的方式，來討論創新擴散的議題。 本研究主要的目的便是在探討創新擴散的過程是經由哪些重要、關鍵的因素所構成，並透過擅長於處理高階、多環、非線性系統問題的「系統動力學」為研究方法及工具，來作為創新擴散過程的動態模擬分析方法，並藉此建構出微世界的模型，藉此了解各種模擬結果的動態擴散現象，以及探討其結構背後的主要運作過程和發掘廠商行動決策的可行方案與障礙。 而系統動力學模式在此主要的貢獻在於透過內在機制與系統行為間的因果關係，了解洞悉動態性複雜系統的特性。透過模式分析可以發現：（一）整體搭配的重要性；（二）對於管理上的引申；（三）擴大思考的時空範圍。最後，並針對後續進一步研究的發展方向提出建議及說明。

關鍵詞 : 系統動力學、新產品管理、微世界、動態性複雜

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