

A MICROWORLD CONSTRUCTURE OF NEW PRODUCTS' MANAGEMENT - SYSTEM DYNAMICS APPROACH

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ABSTRACT

It is the time of information technology today. The environment of businesses manage are changed everyday. A fast life of cycle is the appearance of things. The consumers are the final factors in market. So the degrees of accept and evaluate at new products on consumers are the key factors. It is the focus of this study too. Now we use System Dynamics to build a model to discuss diffusion of innovation. The purpose of the study is to find the critical elements of innovation diffusion, and use System Dynamics to construct a microworld model to understand the dynamic diffusion and explore the workable plan and hinder. The contribution of System Dynamics model is to know the relation between cause and effect, and to have an insight into the characteristic of dynamic complex. Based on analysis the model, we can find : (1) the importance of the entirety to arrange in pairs.(2) to extend in meaning to business.(3) to expand the scope of think. The last, we recommend the future research aspect.

Keywords : System Dynamics ; microworld ; new products manage ; dynamic complex

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