

# 組織跨功能性整合與新產品開發績效之研究

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## 摘要

隨著加入WTO，企業將面臨更激烈的市場競爭，企業競爭力成為這場戰役中，企業生存最重要的關鍵點。唯有不斷投入創新與新產品的研發，才能提升並延續企業競爭力。由過去的文獻中發現一個值得深入研究的課題：「如何能使新產品開發的成功率提高?」。在影響新產品開發成功與否的因素中首推以公司內部跨功能整合與互動，所謂跨功能整合主要是以研發、行銷、製造三大部門之整合為主。故本篇論文將以研發、行銷、製造部門之間的互動、整合與新產品開發績效關係為研究對象。本研究以喬山健康科技股份有限公司為實證研究對象，採用問卷調查的方式探討研發、行銷、製造三者在新產品開發過程中所扮演的角色，分析整理研發、行銷、製造三者之間互動方式以及溝通和整合程度對於提高新產品開發績效的關聯性，最後依據分析的結果提出一個較具全面性與客觀性的建議。

關鍵詞：行銷/研發整合、研發/製造整合、製造/行銷整合、新產品開發績效

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