

The Research on the Organizational Cross Functional Integration and the New Product Development's Profit and Effect

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ABSTRACT

With the participation of Taiwan in World Trade Organization (W.T.O), many enterprises in Taiwan will encounter intense competition in market. Thus, the competitive capabilities of the enterprises will become a vital factor for their existence. That is, only by creating and developing new product continuously can the enterprises improve and last their competitive capabilities. From much of the past literature, I find there is a topic worth further discussing: " how to add the rate of success in the new product development?." Among the various influential factors, the organizational inner cross functional integration is the key point. Furthermore, what is called cross functional integration is interact among R&D, Marketing and Manufacturing groups of the organization. Accordingly, this thesis emphasizes the study on the integration among R&D, Marketing and Manufacturing groups and the new product development ' s profit and effect. Here " JOHNSON Health Tech. Co., Ltd " is a good example of this study. The research method of questionnaire has been used to substantiate this study. The aim of the study sought to understand the importance and explore the interaction among R&D, Marketing and Manufacturing groups in the process of new product development. Moreover, it may analyze and induce the ways of how these three groups interact. Also, the correlative which is the degree of integration may raise the profit and effect of the new product development. Eventually, according to the analytic results, I will propose a comprehensive and object suggestion.

Keywords : Integration between Marketing and R&D.、 Integration between R&D and Manufacturing.、 Integration between Manufacturing and Marketing .、 The profit and effect of new product development.

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