

Innovation Success of New Product Development – Influenced by the Fit between Innovation Strategies and the Type of Tec

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ABSTRACT

Enterprises are deeply convinced that can create the complicated and unprecedented products quality, will bring the enormous profit, but when the scientific and technological market changes, the top leaders of a lot of industries have original leading positions no longer, this is one of the phenomena seen most frequently on the market now(Bower & Christensen, 1995 ; Bordogna, 1997). This research is as the target with the manufacturing industry of small and medium-sized enterprises of Taiwan, which gets definitely innovative activity and performance , at first "technological ability" will divide with " the technological characteristic " into the matrix of 2* 2 . Moreover, " successful innovation ", will divide into " the products and market performance ", " the subjective performance ". Probe into the influence on four kinds of technological ability and characters separately. And then with " management orientation、 " process orientation, " products orientation", it is for constructing by surfacing since " products lead ", divide into " the prospect type " , " the reacting type "; And probe into its relation succeeding with innovation . Finally , make technological ability and characteristic type , innovative strategies with relation that innovation succeed analysis compare and then. Show result of study whether not the different " innovative strategies " in " successful innovation " on apparent difference. Enterprises adopt the innovative strategies of " the prospect type " , in order to have innovation of the type of " the low technological ability and high characteristic of ability " to succeed degree is highest, when for " the reacting type " , it is highest to regard type of " the high technological ability and high characteristic of ability " as. Show that whether technological ability is high or low, is not the only key of innovative success; Should not be excessive can promote the products quality in order to accord with enterprises on the major market, or has met and already had the customer's demands, and neglect the change of industry's technological characteristic structure.

Keywords : technological ability, successful innovation, the technological characteristic, innovative strategies

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