

The Influence of Market Orientation and Organizational Learning on New Product Development Performance of the Software I

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ABSTRACT

Under the trend of global manufacturing, the issue that market orientation will improve performance. Organizational learning positively affects what knowledge can be acquired. In addition, the manufacturing firms invest more and more efforts and re-source on development and research. New product development performance (NPD) is an important strategic issue. The study presents a conceptual framework of the interrelationships among market orientation, organizational learning and new product development performance.

The study proposed 4 assumptions and to prove them by questionnaires and verified the dimensions' relationships. The samples of the study include 126 companies from the software industry in the Scientific Industry Parks. Among them, 371 copies were replied. When the 42 invalid copies were deducted, we got 329 valid copies. The retrieve of valid questionnaires is 18.63%.

The finding shows that (1) Market orientation has a positive and direct impact on organizational learning and new product development performance (NPD). (2) Organizational learning has a positive and direct impact on new product development performance (NPD). (3) The organizational learning was proved as an important intervening variable within the model. Finally, researcher pointed out some academic and practical conclusions and a few future research topics.

Keywords : market orientation、organizational learning、new product development performance (NPD)

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