以混合多準則決策分析探討新產品開發之關鍵因素

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摘 要

隨著地球村時代的來臨，距離已不再是企業之間的隔閡、保護的屏障。當競爭在全球市場開始更為劇烈時，企業不得不正視新產品開發議題的重要性。

新產品開發是影響企業成功與維持競爭力的重要關鍵，而關鍵成功因素與績效衡量指標皆影響了新產品開發的成功與否。過去數年來，學術界莫不致力於探討影響新產品開發的關鍵因素，然而在實務界，多數企業與管理者之需求，還是在於提高新產品開發之成功性。

本研究以多構面因素來選取相關的關鍵成功因素與績效衡量指標。並且以多準則決策問題來看待影響新產品開發之關鍵因素。而後透過模糊決策實驗室分析法，探討關鍵因素間之關聯性，最後以模糊層級分析法，建立各準則影響新產品開發的權重。

研究結果提供了許多豐富且有價值的資訊，可以幫助管理者選擇適合的競爭策略，以便將有限的資源做最佳的分配，達到最高的效益增加，進而提昇新產品開發之成功性。

關鍵詞 : 新產品開發、關鍵成功因素、績效衡量指標、多準則決策分析、模糊決策實驗室分析法、模糊層級分析法

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