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Abstract
Global competition is fiercer and fiercer, development of basic technology is very fast, and consumer demand is changing and the market is changing as well. Product life cycle becomes shorter and shorter. No product can dominate the market for 5 or 10 years. New product may be eliminated within one or two years or even a few months because of the appearance of competitor. Therefore, new product development is the future focal point of any business. Also, how to get technological knowledge and effectively applied to the development of new product is the only way to keep the business to establish and maintain competitive advantage.
The purpose of this research is to investigate the influence of knowledge management to the performance of new product development and also the influence in the process by the personality of different engineers. The main index of knowledge management are the activities of knowledge management value chain — knowledge creation, knowledge storage, knowledge distribution and knowledge application. The indexes of technical and overall performance are used to evaluate the performance of new product development. A survey has been conducted, targeted to the development engineers and managers of automobile lighting industries located in Taiwan Tainan area to prove the supposition of this study. The results of this study are summarized as follows:
1. Knowledge management has paramount effect to the performance of new product development. Research results indicated that most of the respondent of the survey do agree.
2. New product development mangers and engineers all concur the four major activities of knowledge management, which are knowledge creation, knowledge storage, knowledge distribution and knowledge application. However it does not make evident differ to the activities of the knowledge management value chain by personality.
3. All new product development managers and engineers take a positive view to the overall and technological performance of the new product development. However difference in personality does not affect too much to the results of new product development.
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