

## TRIZ-Based Conflicts-Solving Applications in New Product Development (NPD) Process and Knowledge Management (KM) System

**Authors :** Chi-Hao Yeh

**Abstract :** The aim of this paper is to show how to apply TRIZ to resolve conflicts in management area, which can be readily applied in new product development (NPD) process and Knowledge Management (KM) system in designing and manufacturing stages. TRIZ has been well-known as a creative and innovative thinking theory in solving engineering and technology contradictions in the last two decades. However, few studies and practical usage were proposed in management area. Conflicts occurring including schedule, budget, and risk plannings at smart phone R&D process are discussed to demonstrate the ideas guided by 39 TRIZ management parameters, 40 TRIZ innovative principles, and contradiction matrix. The results show that TRIZ is able to provide direct, quick and effective alternatives to resolve the management conflicts. In this manner, huge effort and cost can be actually saved and practical experince can be stored in KM system. In this paper, an innovative 3C consuming product such as smart-phone is utilized as a case study to describe the proposed TRIZ-based conflicts-solving approaches in NPD process and Knowledge Management (KM) system.

**Keywords :** TRIZ, conflicts-solving in managment area, new product development (NPD), knowledge management (KM), smart-phone

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