

New Product Development Typologies: An Analysis of Publications and Citations between 1992 and 2012

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Abstract : The new product development for decades has favored companies that can put their products to market quickly and efficiently, providing sustainable competitive advantage difficult to be achieved by their competitors. This paper presents the outcomes of a systematic review of the literature relating to new product development that was published between 1992 and 2012. A hybrid methodological approach that combines bibliometrics, content analysis and semantic analysis was applied. The review discusses the publication patterns, focusing on aspects related to scientific collaboration. The results show that the main academic journal that discusses this theme is "Journal of Product Innovation Management". Although the first paper relating to this theme was published in 1992, the number of publications on the subject only began to increase substantially in 1999. Most of the studies reviewed in this paper applied qualitative research methods, indicating that most of the research on the theme is still in an exploratory phase.

Keywords : project type, project typology, new product development, sustainable competitive advantage

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