Current Research Paradigm in New Product Development

Studies: A Bibliometric Approach

新產品發展領域研究典範—書目計量學的應用

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Abstract

To map the intellectual structure of new product development research in the last decade, this study identified the most important publications and the most influential scholars as well as the correlations among these scholar’s publications. In this study, bibliometric and social network analysis techniques are used to investigate the intellectual pillars of the new product development literature. By analyzing 17,310 citations of 400 articles published in SSCI and SCI journals in new product development area between 1999 and 2008, this study maps a knowledge network of new product development studies. The results of the mapping can help identify the research direction of new product development research and provide a valuable tool for researchers to access the literature in this area.

Key Words: New Product Development, Research Paradigm, Bibliometric techniques, Social Network Analysis

1. Introduction

In recent years, product development undergoes new trends such as distributed product development, cross-functional team, and concurrent product development because of fragmented and demanding markets, increasing technical intensity, and short product life cycles [1]. These new trends have increased the complexity and uncertainty of product development. The product development processes and management practices created for relatively long product life cycle, stable market, and technology-based competition are no longer capable of producing low cost and high quality products at a rapid pace [2]. The past decade has seen active research in new product development and thus produced an impressive array of literature in new