

제품개발 평가요인의 가중치 산출에 관한 연구 : 벤처기업을 중심으로
A Study on the Weighting of Product Development Evaluation Factors
: Venture Industries Perspective

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Abstract

This study suggests a new approach for weighting method in product development evaluation. Success in product development is a critical issue for the modern firm, especially in venture industries. In the product development evaluation, most of the clusters (or components) and elements have inner-dependence and/or outer-dependence. The correct analysis may not be done if these relationships are not considered.

This study chooses 3 clusters - R&D, manufacturing, market - and 11 elements for product development evaluation in venture industries. And weighting of these factors are studied by Analytic Network Process (ANP).

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