



HEINZ NIXDORF INSTITUT
Universität Paderborn
Informatik und Gesellschaft
Prof. Dr.-Ing. Reinhard Keil



International research study on the acceptance of formal new product development processes within the commercial vehicle industry



Kai Holzweissig & Jonas Rundquist
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Purpose of this research study



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- Identification of various organizational-level factors influencing the acceptance and application of formal NPD processes
- Presentation of the state of the art of formal NPD process usage in the industry of commercial vehicle manufacturers
- Derivation of recommendations for facilitating implementation and application of formal NPD processes in order to foster NPD performance



Research Design & Methodology



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- A multilingual questionnaire (German, English, Chinese and Japanese) with about 65 items will be made available through an online survey tool to about 3,000 non-managers, managers and senior managers working in NPD at the world's fifteen largest manufacturers of commercial vehicles
- Participants will also be asked ethnographic background questions
- Participation in the survey is anonymous (no obligatory email follow-ups)
- Statistical analysis will include multivariate statistics on the basis of a theoretically founded model with ten independent variables (IVs), one mediator variable (MV) and two dependent variables (DVs)



Firms targeted for the study



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#	Name	Region	Market share	Status
1	Mercedes-Benz Trucks Europe and Latin America	Germany, Europe	ca. 5.7 %	
2	Mitsubishi Fuso Truck and Bus Corporation	Japan, East Asia	ca. 5.9 %	
3	Daimler Trucks North America	OR, North America	ca. 3.6 %	
4	Volvo Global Trucks	Sweden, Europe	ca. 8.1 %	
5	Dongfeng Motor Corp.	China, East Asia	ca. 7.7 %	
6	FAW (First Automobile Works)	China, East Asia	ca. 7.1 %	
7	Paccar	WA, North America	ca. 5.6 %	
8	Tata Motors	India, South Asia	ca. 5.2 %	
9	CNHTC (China National Heavy Duty Truck Group)	China, East Asia	ca. 5.1 %	
10	Navistar	IL, North America	ca. 4.3 %	
11	MAN (Maschinenfabrik Augsburg-Nürnberg)	Germany, Europe	ca. 3.8 %	
12	Hino Motors (Toyota Group)	Japan, East Asia	ca. 3.6 %	
13	Isuzu	Japan, East Asia	ca. 3.3 %	
14	Iveco (Industrial Vehicle Corporation)	Italy, Europe	ca. 3.2 %	
15	Scania	Sweden, Europe		
Accumulated world market share of selected sample:			ca. 75 %	



Firm already agreed to participate in the study



Contact established; decision on participation is pending



Firm not contacted yet



Your benefits in participating...



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- In order to ensure full transparency and equality of opportunity, you and your company will receive a detailed research report
- This report will give you insights about:
 - Factors that influence the success of formal NPD processes
 - Recommendations on how to foster the success of your formal NPD process and thereby facilitate NPD performance
 - The state of the art of formal NPD process usage in the industry
- Through this study, you may also benefit from an international network of NPD experts that can be used for further exchange

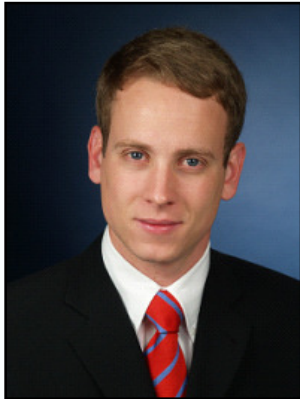


Contact information



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