

CONCLUSION

Managers in organizations spend most of their time to constantly evaluate the existing innovative product development (IPD) practices and striving to improve the performance of their IPD practices. One approach adopted is that of comparing current practice with that of other benchmarked organizations. In the present chapter, a case study is presented to demonstrate the utility of implementing IPD practices. The AHP and PVA algorithms were combined to prioritize the elements first and from which prioritization value of elements together with key performance indices were used to evaluate the performance of a system. This study provides fresh insight to fill some of the knowledge gaps in this area with particular focus on evaluating IPD performance from an organization perspective against the benchmarked organizations.

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