

Do Product Life Cycle Affects Firm's Performance: Evidence from Indian Manufacturing Industry

Vikas Sangwan

Assistant Professor
Jindal Global Business School
Jindal Global University
Sonipat, India
vsangwan@jgu.edu.in

Shivam Kushwaha

Ph.D. Scholar
Department of Industrial and Management Engineering
Indian Institute of Technology Kanpur, India
shivamkushwaha.iiita@gmail.com

Abstract

In this paper, we explore the relationship between a firm's product life cycle and its operational performance. Our empirical findings suggest that the firm's product life cycle has a strong association with its operating performance. The results show that this relationship is monotonic with operational efficiency increasing significantly from the introduction stage to the growth stage and is highest in the maturity stage. The findings of the paper are significant for the product life cycle and efficiency analysis literature.

Keywords

Product Life cycle, Operational efficiency, data envelopment analysis, Benchmarking