

عنوان مقاله:

Innovation Challenge in Unstable Economic Conditions: New Product Development Risk Analysis by Bayesian Networks

محل انتشار:

کنفرانس ملی مدیریت و مهندسی صنایع ایران (سال: 1397)

تعداد صفحات اصل مقاله: 23

نویسندگان:

Vahid Khodakarami - *Industrial Engineering Department, Bu-Ali Sina University, Hamedan, Iran*

Mehdi Fallahi - *Railway Engineering Department, Kermanshah University of Technology*

Somayeh Amiri - *Industrial Engineering Department, Bu-Ali Sina University, Hamedan, Iran*

خلاصه مقاله:

The sustainability of innovative companies in a competitive environment is influenced by NewProduct Development (NPD) success, nevertheless that often faces many risks. In this study,risks that treat the success of NPD in developing countries, have been investigated and amodel based on the Bayesian Belief Networks (BBNs) has been provided. Considering thatBBNs offer the possibility of integrating quantitative and qualitative data, therefore, theeconomic factors are used to provide a more realistic model that by using it more realistic sensitivity analysis can be done.

کلمات کلیدی:

New Product Development, Risk Analysis, Risk Identification, Bayesian Network

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/831217>

