Performance Measurement in Global Product Development

An organisation looking to form collaborations across borders is a consequence of an increasingly competitive world market. Recent studies highlighted key challenges and success factors an organisation’s face when globalising stages of product development. To optimize performance along these factors there is a requirement for the process to be monitored and measured relative to the business strategy of an organisation. It was found that performance measurement is a process that helps achieve sustainable business success, encouraging a learning culture within organisations. To this day, much of the research into how performance is measured has focussed on the process of product development. However, exploration of performance measurement related to global product development is relatively unexplored and a need for further research is evident.

This paper contributes towards understanding how performance is measured in global product development. More specifically, results from a survey and interviews highlight a need for further development in current performance measurement frameworks used in product development to facilitate the key factors and metrics in global product development.

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