Customer orientation in innovation projects and new product development success - the moderating effect of product innovativeness

Market orientation and, specifically, customer orientation, have been intensively investigated with respect to corporate and new product development (NPD) performance at the corporate level of analysis. The objective of this research is to present a conceptual framework in order to clarify how customer orientation contributes to NPD project success - dependent on the degree of product innovativeness. Using data from over 100 product innovation projects in German industrial corporations, we tested our research hypotheses using regression analysis. Our results provide strong evidence that customer orientation in innovation projects has a positive influence on NPD success and that the impact increases with the degree of product innovativeness.

General information
Publication status: Published
Organisations: Technical University of Berlin
Contributors: Salomo, S., Steinhoff, F., Trommsdorff, V.
Pages: 442-463
Publication date: 2003
Peer-reviewed: Yes

Publication information
Journal: International Journal of Technology Management
Volume: 26
Issue number: 5-6
ISSN (Print): 0267-5730
Ratings:
Scopus rating (2003): SJR 0.32 SNIP 0.562
Web of Science (2003): Indexed yes
Original language: English
DOIs:
10.1504/IJTM.2003.003417
Source: orbit
Source ID: 267367
Research output: Contribution to journal › Journal article – Annual report year: 2003 › Research › peer-review