

## PERFORMANCE MEASUREMENT OF NEW PRODUCT DEVELOPMENT TEAMS ABDEL KADER MAGDY G YU CHING LIN ERIN%0A

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Using the example of four Taiwanese brand-name multinational companies, this study seeks to unpack the relationship between project team performance measurement systems and new product success/failure. It examines the use of performance measurement results and the resulting impact on team-member behaviour and functional departments.

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Development of new products, especially in high-technology sectors, is a high-risk task. Thus, understanding the factors that contribute to new product success or failure is vital to gain insights that should help in the planning of new product projects. This book investigates the process of new product development and the role of project team performance measurement system in the success/failure of new products. Positivistic agency theory and stewardship theory are used in this study to

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