

# Management human resources report example

[Technology](#), [Development](#)



## **Report 2:**

R. M. J. Wells, The Product Innovation Process: Are Managing Information Flows and Cross-Functional Collaboration Keys? *Academy of Management Perspectives* (2008), Vol. 22, No. 1, pp. 58-60.

## **Organizational issues**

Development of New products (NPD) is a significant constituent of an organizations tactic to uphold strength and develop in the business market; but, the flopping rate of the new products remains to keep rising. Two important areas of deliberation that might reduce the rate of failure for the new products remain leadership and improved process. This article examined the diversity of leadership outlines at every of the separate stages during the development of new product.

## **Importance of Issues**

Amplified global competition, the persistent high levels failures of new product highlight the necessity of organizational efficiency in NPD since organizational obstructions go past financial losses, consumer perspective, brand strength and allegiance. Prosperous new products bring organizational stability, both competitive and economic, organizational awareness, growth, future stability and improved market share.

The whole new product development process enables the success in the development of new products and related benefits; an absence of understanding is present on various leadership profiles essential to improve each stage of the development (Ailin, & Lindgren, 2008).

## **Applications**

Differentiation using NPD is a unique and very effective strategy to achieve organizational success (Shum & Lin, 2007), and the capability to practice, study, and guiding NPD is very precarious for the organizational existence. The application of this article falls in two broad areas, as discussed below.

## **Leadership skills invention**

Leadership corresponding to NPD stage requirements necessitates a list of leadership capabilities to recognize leaders who very effectively perform on the NPD plan or stage needs. The sanction of the skills inventory needs the implementation of evaluation and assessment of NPD team members and their leaders to balance and assemble the required features of this profile (Akroyd, Narayan & Sridharan, 2009).

## **Leadership Profile Corresponding to New Product Development stages**

Organizations ought to strategically contemplate the features required to enhance the process stages and complement the missing leadership profiles using: skills coaching, specialized teams, outsourcing, or multiple leadership. The incapacity to counterpart the stage needs with the right leadership profile might hamper the process due to possible evasion of stages or causing errors of Type I or Type. The leadership corresponding process is enhanced using an appropriate organizational structure, which enables the elimination of leadership competence silos, inspiring leadership skills resembling an organizational aspect, jointly with product and functional dimensions. The NPD process is demonstrated to be nonspecific, frequently comprising like components stages and components. A nonspecific process

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with a broad organizational arrangement does not signify a basis for a competitive advantage, but, supporting structure and leadership for new product development process will, signifying the importance of matching the new product development to leadership profile (Samara, Lynn & Reilly, 2008).

## References

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doi: 10. 1080/00207540600942516