

題目	利用 AHP 探討新產品發展專案選擇之決策分析
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摘要	<p>新產品構想的甄選在新產品發展活動上具有關鍵的重要性。執行正確的新產品專案是一項不可見及的新產品發展關鍵成功因素之一。管理者能夠有效的執行此決策性活動，則產品成功的機率也將會大幅的提高。為了協助管理者執行新產品甄選活動，研究人員陸續提出管理科學工具，以改善新產品甄選決策的品質與時效性，其中 Saaty 教授於 1980 年所提出之階層構造分析 (Analytic Hierarchy Process, AHP) 是一項強而有力之分析工具，可協助管理者選擇正確的新產品發展專案。</p> <p>AHP 是一項有利的衡量模式，所依賴的是在多元評估準則上對管理投入的評量。這些投入將轉換成評量分數用以評估新產品概念組合的優先順序。本研究利用 AHP 分析方法針對「新問世的產品、既有產品的改良或修正、新產品線、既有產品線的延伸」四項新產品發展專案，進行決策分析，選出正確的新產品發展專案。</p>
關鍵字	1. 「行銷適配性」 2. 「技術適配性」 3. 「風險組合」 4. 「不確定性」
Title	The Decision Analysis Using AHP to Chose New Product Development Project
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Abstract	<p>The initial screening of a new product concept is critically important. Do the right new product development project is one invisible success factors in product innovation. While the project manager doing the decision activities efficiency, the new product success rate will be improved. To assist managers, sophisticated management science tools have been developed by researchers to improve potentially the quality and timeless of new product screening decision. The Analytic Hierarchy Process (AHP) is a powerful tool to assist managers in selecting winning NPD projects.</p> <p>AHP is a benefit measurement model that relies on subject managerial inputs on multiple criteria. These inputs are converted into scores that are used to prioritize a portfolio of new product concepts. In this article, we use AHP to perform a decision analysis about selecting a right new product development project from new-to-world products, improvements/revisions to existing products, new product lines, and additions to existing product lines.</p>
Key Words	Market Fit, Technical Fit, Risk Mix, Uncertainty