

INVESTIGATION OF PRODUCT CHANGE PROJECTS IN COMPANIES WITH MULTI-VARIANT SERIAL PRODUCTION

Herwig Winkler, Alpen-Adria-Universität Klagenfurt, AUSTRIA
Michael Slamanig, Accenture Management Consulting, GERMANY

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ABSTRACT

New product introduction is becoming more important for numerous companies in different industries to stay competitive and successful in the long run. Especially companies striving to fulfill individual customer needs by offering a high range of product variants are forced to renew their products more frequently. As time periods in which new products are introduced continue to shrink, product changes have to be carried out more frequently. From an innovation management perspective new product introduction has been intensively discussed so far. However, up to now, in the area of production management there is a lack of academic research in the field of product change projects. Thus, in this article based on a theoretical analysis and results from an exploratory empirical investigation, we highlight the main challenges companies are facing in the product change phase which lead to a delayed and/or inefficient product change and thus to an inappropriate new product introduction.

Keywords: *product change, product change projects, new product introduction, empirical results.*