

"A man is
great by
deeds, not by
birth"
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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What Contributes to the Success of New Product Development?

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Please contact the corresponding author, if you would like to access the full case study.

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What Contributes to the Success of New Product Development?

Abstract:

This study reviews key success factors in New Product Development (NPD) across the stages of the stage-gate process. Using PRISMA guidelines, 487 relevant articles (2010–2024) were analyzed from Scopus and Web of Science. The findings highlight factors such as technology, capabilities, creativity, teamwork, and strategic focus as crucial across all stages. Gaps in areas like green NPD, co-creation, AI/ML, and cross-cultural aspects are identified, offering directions for future research. The study provides practical insights for managers and is the first to comprehensively map success factors across all stage-gate phases.



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