ECONOMICS AND MANAGEMENT OF INNOVATION 2021-2022 - SCQ1098279

Questions on Chapter 11

1.What are some of the advantages and disadvantages of a parallel development process? What obstacles might a firm face in attempting to adopt a parallel process?

2.Consider a group project you have worked on at work or school. Did your group use mostly sequential or parallel processes?

3.Are there some industries in which a parallel process would not be possible or effective?

4.What kinds of people make good project champions? How can a firm ensure that it gets the benefits of championing while minimizing the risks?

5.Is the Stage-Gate process consistent with suggestions that firms adopt parallel processes? What impact do you think using Stage-Gate processes would have on development cycle time and development costs?

6.What are the benefits and costs of involving customers and suppliers in the development process?

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