Identifying the critical themes of new product development research from social network perspective

Tang-Ting Wang\textsuperscript{1,}\textsuperscript{*}
Kuo-Hsun Yu\textsuperscript{2}
Yuan-Duen Lee\textsuperscript{1}

\textsuperscript{1}Graduate School of Business and Operations Management
Chang Jung Christian University
396, Sec 1, Chang Jung Rd.
Gueiren Township, Tainan County 71101
Taiwan, R.O.C.

\textsuperscript{2}Department of Marketing and Logistics Management
Far East University
Taiwan, R.O.C.

Abstract
The purpose of this study is to identify the critical themes of new product development research. Based on social network perspective, citation, co-citation analysis and social network analysis techniques are used to investigate the intellectual pillars of the new product development literature. By analyzing 17,310 citations of 400 articles published in SSCI and SCI journals in new product development area between 1999 and 2008, this study maps a knowledge network of new product development studies. The results help profile the knowledge network production in new product development and provide important insights on the change of research paradigm of current new product development studies.

Keywords and phrases: New product development, social network analysis, intellectual structure, knowledge network

1. Introduction
New product development is a process which is designed to develop, test and consider the viability of products which are new to the market in order to ensure the growth or survival of the organization. In recent years,