

EVALUATION OF NEW PRODUCT DEVELOPMENT (NPD) MODELS OF THE INDIAN JEWELLERY INDUSTRY

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Abstract

This paper aims to study the Next Gen Stage-Gate New Product Development (NPD) model, and further evaluates the current New Product Development (NPD) Model of Jewellery Manufacturers of the Indian Fine Jewellery Industry.

The intention of this study is to assess the current capability of new product development of the jewellery industry. The study data is derived from 70 samples collected through a questionnaire survey from key members of the Indian Fine jewellery industry who are involved in the New Product Development (NPD) for their organization.

The outcome of the study highlights the concerns in the existing NPD model of the Indian jewellery industry, and suggests the direction based on the Next Gen Stage-Gate NPD model.

Keywords: *New Product Development (NPD), Next-Gen Stage-Gate Model, Technological Product Development, Product Innovation*