

Product-process matrix: Replication and extension using the international
data

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Abstract

This project intends to re-examine the theory using the data collected from more than 20 countries with various levels of economic development. We also investigate the effect of time reduction programs on the product-process matrix. With the increasing implementation of time reduction endeavors and new technology adoption, it is possible that the concept of product-process fit is no longer a necessary or desirable strategic alignment. Finally, this project reviews the value of using the product-process matrix to guide the infrastructural decisions in manufacturing firms.

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