

An Integrated Evaluation Model for New Product Development in Light-emitting Diode Plant Lighting Industry

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Abstract

This study would create a decision making model for new product development (NPD) in light-emitting diode (LED) plant lighting industry. At first literature reviews and expert interviews are employed to list perspectives and criteria thereof. A fuzzy Delphi method (FDM) is then used to screen factors for the criteria. In addition, an interpretive structural model (ISM) is managed to get the relationships among the perspectives and among the criteria. A fuzzy analytic network process (FANP) can finally be manipulated to obtain the weights of all criteria. Results of the study would provide an assessment model of NPD decision making for LED plant lighting industry.

Keyword : NPD, LED plant lighting industry, FDM, ISM, FANP