Development of a new technology product evaluation model for achieving commercialization opportunities Case Study : Pars Khazar Industrial Company

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Changing the rules of competition in the business world, the process of delivering new products to market is presented with a special significance. On the other hand, new technology has provided the possibility of developing new products. Therefore, the present study assessed development of new product technologies to achieve market opportunities are discussed. This study is an applied research in Parskhzrsvrt company. In this study, 20 experts have been chosen company. For gathering data questionnaires paired comparison is used. Compare couple smaller scale compatibility index of 1.0 and was in the acceptable range. Validity was assessed using expert opinion. Initially using literature review and expert interviews, the Shakhshayarzyaby new technology product is identified. After identifying the set criteria and questionnaire study of the relationships and interactions between variables was investigated by Tknykdymtl Thlylshbkh process. Finally technique is used to determine the priority Myarhav sub-criteria. The results show the commercial viability criterion is the most important criterion of the most Tasyrgzaryv the most interaction with other criteria are studied. R & D capability is of greatest influence. In this model the feasibility of commercial and marketing capabilities are disabled and criterion variables competitiveness and technology research and development capabilities Mtyghr Ali Hstnd.brasas a super matrix calculations, too, functional index 0953/0 users have normal weight among all indices is of the utmost importance. Second priority is given weight of specialization 0874/0. The rate of change indicators of stability, cost and profitability business with the same weight of high importance.

Keywords : new product technology, commercial viability, competitiveness,

technology, marketing capabilities, empowering R & D