

Explaining Effective Factors on the Success of New Products (Case Study: Designers of Iran Khodro Design Department)

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The production and creation of new and innovative products is one of the organization's strategies for creating competitive advantage in the market, which is influenced by the quality of organization's team work quality. The purpose of this study was to investigate the effect of organizational commitment, social cohesion, social competency on the success of new products by mediating of Team task cohesion. The method of this research was descriptive-correlational. The statistical population of this study was all experts of design and product team of Iran Khodro Company. Accordingly, a sample of 264 experts Iran Khodro Research, design and production department was ed. The research questionnaires included the scale of Research, design and production, social cohesion, social competency, organizational commitment, the usefulness of the product idea for customers and the company, as well as the Newness of product ideas for customers. Data were analyzed through structural equation modeling in AMOS software version 24. The results of this study showed that Team task cohesion has a significant and direct effect on the product's usefulness for the company (beta coefficient: 0.517), Newness of product ideas for customers (beta coefficient: 0.573) and product usefulness for the customers (beta factor: 0.643). Also, social competency (beta coefficient: 0.304), social cohesion (beta coefficient: 0.350) and organizational commitment (beta coefficient: 0.349) have a significant and direct effect on team task cohesion. In the next, social competency (beta coefficient: 0.196), social cohesion (beta coefficient: 0.225) and organizational commitment (beta coefficient: 0.224) have a direct effect on team task cohesion and indirectly effect on the usefulness of the product idea for company. Also social competency (beta coefficient: 0.174), social cohesion (beta coefficient: 0.201) and organizational commitment (beta coefficient: 0.200) have a direct effect on team task

cohesion and indirectly effect on Newness of product ideas for customers. Also social competency (beta coefficient: 0.157), social cohesion (beta coefficient: 0.181) and organizational commitment (0.180) have a direct effect on team task cohesion and indirectly effect on usefulness of the product idea for customers.

Keywords : Team task cohesion, social cohesion, Social Competency, Organizational Commitment, Usefulness of Product Ideas for Customers and Companies, Newness of product ideas for customers

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