

Tuesday 15.5. 2007

1. In your opinion, does interfunctional communication and knowledge sharing within a company improve or weaken performance of a new product development (NPD) team? Please give a compact answer and justify your argumentation

In addition, please answer either a) or b), depending on your first answer.

a) If you answered that interfunctional communication and knowledge sharing within a company improves NPD performance, please answer how to support interfunctional communication and knowledge sharing, and describe what challenges may occur.

b) If you answered that interfunctional communication and knowledge sharing within a company weakens NPD performance, please answer how to decrease interfunctional communication and knowledge sharing, and describe the expected benefits.

2. What kinds of procedures organizations can apply for converting tacit knowledge into explicit form? Elaborate the implications of the knowledge conversion.

3. Evaluate the procedures that can be applied for integrating dispersed knowledge and expertise.