A new approach for selecting portfolio of new product development projects 魏秋建,張弘紋 Industrial Management Management a0824809@ms55.hinet.net

Abstract

The mose decisive factor that survives enterprises under stiff competition is the development of new product, and when entering the product development stage after the fuzzy front end, a best project portfolio should be finalized in order to potentially create expected revenue and competitive advabtage.

Keyword: portfolio, multi-criteria group decision making, fuzzy linear programming