

Development of a research and development outsourcing evaluation model – A case study of consumer electronics

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ABSTRACT

In order to enhance the competitiveness and decrease production cost, enterprises recently try their best to seek for new research and development strategies and product improvement activities. Outsourcing is one of the strategies which are usually adopted by companies. All resources of enterprises would be utilized in the more efficient way through building a successful research and development outsourcing model and subcontracting the non-core-business. Due to above reasons, research and development outsourcing becomes the mainstream in the current industries and will play an important role in the future. In this research, we propose an outsourcing evaluation model for consumer electronics product research and development. Based on the concepts of the DEMATEL and literature reviews, this research determined several key indicators of outsourcing evaluation and used the DEMATEL to build a research and development outsourcing evaluation model. This research verified the proposed model through a case study - an electronic brand manufacturer. The results show that the model is more efficient and suitable for enterprises to adopt in practice.

Keyword: Outsourcing 、 DEMATEL 、 Evaluation Model