

## R&D/市场营销界面管理的实证研究

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## An Empirical Study of R&D/Marketing Interface Management

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**摘要** 本文讨论了R&D/市场营销界面管理研究的概念框架。在此基础上对北京地区企业进行了大规模的R&D/市场营销界面管理实证研究,应用主因素及方差分析等数据分析技术,归纳出界面管理有关的四个主要因素,并对界面管理与企业技术战略关系及部门间对界面管理因素认识上的差异进行了深入分析。

**关键词:** [界面管理](#) [技术创新](#) [实证研究](#)

**Abstract:** Harmonized interface between the R&D and marketing departments is essential to develop new product in an effective and efficient manner. In this paper, we propose a conceptual framework on it. Then, an exploratory empirical study is made. We gathered the information about the Perceptions of the importance of interface management through surveyed R&D managers and marketing managers for 1258 Beijing firms. Furthermore, we use the techniques of factor analysis and variance analysis to analyze the information. Four principal factors are identified which accounted for the majority of variance in studying subjects' Perceived importance of the variables tested. We analyze the relationship between firms' interface integration and its technology strategies. Differences between R&D and marketing managers' Perception of the importance of interface variables are analyzed, too.

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