Abstract:

As previous research proves, DSM’s provide a structured and systematic view on relations between elements within one domain (or various domains in the case of MDM’s). Various research work supports analysis of DSM’s, such as identification of structures. Currently, at the Technische Universität München a project is ongoing focused on the investigation of innovation processes. The research project AKINET (active customer integration in innovation networks) aims on questioning customers “how” a product should be realized after the demand was identified (“what should be done”). Therefore the research focuses both guidelines for setting up processes and methods for active customer integration. An interview method allows for getting started in a structured way but also for the interviewee to narrate the story of one specific project in a nonconstrained, open manner. Therefore the need for structured documentation and further analysis of processes and networks demands for the application and evaluation of DSM methods. Especially time dependent relations of stakeholder participation and interdependencies provide a means of characterizing the innovation projects. The main lack of applying MDM methodology is the insufficient...
capability to represent dynamic behaviour. The presented approach supports the description of
time dependent interrelations by means of DSM methodology.

Stichworte:
customer integration; stakeholder network; innovation process analysis

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Occurences:
· Einrichtungen > Fakultäten > Fakultät für Maschinenwesen > Institut für Mechatronik >
  Lehrstuhl für Produktentwicklung (Prof. Volk komm.) > Konferenzbeiträge
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