

On the Product Development Model of Service Innovation in Manufacturing Industry

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ABSTRACT The study objects comprise of manufacturers in transition to manufacturing servitization which Taiwan Government strongly advocates recently. The study conducts in-depth interview with specialized counseling units in addition to supplementing specific internal data analysis through the discussion on the success cases in the application for government counseling. Using qualitative research method, the study expounds the new mode shaping, causes in forming cooperation-strategy model and the association with corporate business model in the development of product service innovation. The model of service innovation development not yet revealed in prior literatures are now unfolded through the specific flow chart of the operation of product development model for the representative manufacturers mentioned in the study, providing an important reference for Asian manufacturing industries in terms of shortening R&D process time. Students of engineering education can apply the concept of manufacturing servitization to assist them with industrial thinking and connect with in-school learning. Such concept can also effectively offer an important discourse for reference during the shifting of manufacturing R&D after the students enter the workplace.