

How Trust, Knowledge Integration, and Team Sensemaking Capability Influence NPD Success: The Mediating Role of Team Members' Creativity: An Abstract



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Abstract While creativity is one of the core factors that influence the success of new product development (NPD), its antecedents and consequences on new product development have not yet been fully examined in the literature. Specially, the mediating role of team member's creativity on NPD success is yet to be clarified. This study thus aims to develop a theoretical framework that integrates the effects of trust, knowledge integration, and team sensemaking capability on team members' creativity, as well as the mediating effects of team members' creativity on NPD success. A total of 312 samples were collected from NPD team members working in high-tech firms in Taiwan, using a self-administered survey. The partial least squares (PLS) approach was used to assess the proposed hypotheses. The empirical results show that trust has a significant effect on creativity, knowledge integration, and team sensemaking capability, while knowledge integration and team sensemaking capability have a significant effect on creativity and NPD success. Team members' creativity mediates the influences of trust, team sensemaking capability, and knowledge integration on NPD success. The results of this study can deepen our understanding of the dynamic role that creativity plays in the NPD process.

References Available Upon Request

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