
Relationship between Modular and Distinction Characteristics of Product Development towards Organisational Performance

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Abstract

New Product Development (NPD) have received serious attention among manufacturing industries. Electrical and Electronic (E&E) industry contributed higher export value amongst industries and became a dominant sector with largest contribution to Malaysia's economic growth. There were 323 companies selected as a sample from the population of E&E companies in Malaysia. Analyses were done using PLS-SEM. It was found that modular and distinction have a direct positive impact on organisational performance. This study has a significant impact on theoretical contribution as a reference to the industry, academics and students by linking all the independent variables related to NPD, which have never been combined before as additional empirical evidence to the body of knowledge in Malaysia. Secondly, this study benefitted practically for policy makers, manufacturers, managers, engineers, shareholders and directors to focus on modular and distinction to improve organisational performance. Thirdly, the findings established the empirical validity and reliability of the instrument in the E&E industry context.

Keywords: *Modular; Distinction; New Product Development; Organisation Performance; Electrical and Electronic Industry*
