Technology Management for Products Development Project

Professor Naoki Kodama
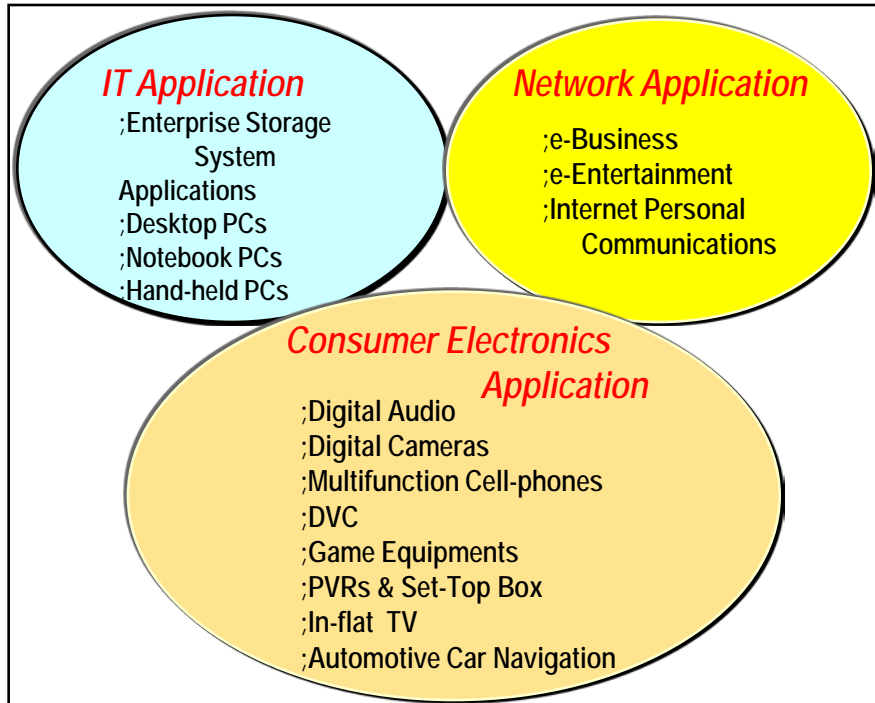
IT Application
;Enterprise Storage
    System
Applications
;Desktop PCs
;Notebook PCs
;Hand-held PCs

Network Application
;e-Business
;e-Entertainment
;Internet Personal
    Communications

Consumer Electronics Application
;Digital Audio
;Digital Cameras
;Multifunction Cell-phones
;DVC
;Game Equipments
;PVRs & Set-Top Box
;In-flat TV
;Automotive Car Navigation

Figure1. Products application example; HDD applications.

Table1. Diverse combinations for globalization.

Development, Design, Production				Customers Procurement	End users
Materials	Parts	Devices	Systems		
Only Japan? China? Southeast Asia? US? EMEA? Africa? South America?					

Content：

My research interest is Technology management and product development projects. In the field of data storage devices and systems, for example, HDDs (Hard Disk Drives) are widely used in various consumer electronics (Figure1). Improved HDD performance enable the HDD industry to continue develop new business and new end-user, thus expanding beyond its traditional market.

Success of the technology products development is strongly tied to the strength of the project management team's ability to evaluate needs and seeds. Building a robust product require clear understanding from "technology domain expert." Key questions include 1) what is the weakest technology? 2) how can it be overcome? and 3) who will manage the effort?

In a product value chain, the global relationship for various partnership activities are shown in the table1. It is important to incorporate a global strategic project management view during product development process. I can help providing support and advice related to product development project management and data storage-related technologies.

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