

Abstract Details

Title: Project Portfolio Management with Analytic Hierarchy Process in an Automotive Industry

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Abstract: The product development process is considered a strategic function for the organizations. In order to survive and be profitable in a competitive environment, companies adopt portfolio management. It is expected that an organization will be able to prior projects and make strategic decisions by using portfolio management methods. However, implementing those methods is considered one of the most important barriers for the companies since there is a gap between theory and practice. This paper presents results from a research developed in a multinational automotive company. The main objective of this research was to prioritize New Product Development projects. NPD projects prioritization is a Multiple Criteria Decision Making (MCDM) problem. Analytic Hierarchy Process was applied to solve this decision-making problem. Mathematical Modeling, a research method of qualitative strategy was initially adopted. This paper consists of an case study in one of the most important automotive companies.

Keywords: Analytic Hierarchy Process, automotive industry, Multiple Criteria Decision Making, new product development(NPD).