

Accepted Manuscript

A decision support framework for identifying novel ideas in New Product Development from cross-domain analysis

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PII: S0306-4379(17)30147-3
DOI: [10.1016/j.is.2017.04.003](https://doi.org/10.1016/j.is.2017.04.003)
Reference: IS 1215



To appear in: *Information Systems*

Received date: 20 March 2017
Revised date: 6 April 2017
Accepted date: 9 April 2017

Please cite this article as: Monireh Alsadat Mirtalaie , Omar Khadeer Hussain , Elizabeth Chang , Farookh Khadeer Hussain , A decision support framework for identifying novel ideas in New Product Development from cross-domain analysis, *Information Systems* (2017), doi: [10.1016/j.is.2017.04.003](https://doi.org/10.1016/j.is.2017.04.003)

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Highlights

- A systematic framework, not only to satisfy the current customers' needs by introducing minor innovations but also to generate ideas that assist organizations to capture new customers, is proposed.
- The proposed data centric framework utilises additional information relating to products from either far-field or related domains to generate new ideas in the ideation phase of NPD.
- A thorough literature review of ideation from cross-domain products is presented and the need for a systemized framework is highlighted.
- Our proposed framework, FEATURE, comprising three modules, is then explained. The first module, namely the New Feature Finder, is discussed in detail, along with the experimental results to demonstrate and validate the novel ideas it proposes.

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