Establishing the development strategies of industrial transformation for consideration the Med-tech stakeholders based on the IAA-NRM approach

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Introduction

The success of the Med-tech industry transformation enterprises depends on the attitudes and interests of other stakeholders of the industry, especially the distribution channels and the end-users' support. When an enterprise announces a new brand to the market, the distribution channel may have the same product which has been sold for many years. Then, the distribution channel may consider the new brand as a unique opportunity, but it may also feel like a new competitor in the market.

This study also introduces the common path approach, based on the diverse Med-tech stakeholders (Vendor, distribution channels, and medical end-users). The common path approach can offer some development strategies and development paths for the industrial transformation of the Med-tech industry through the diverse Med-tech stakeholders (OEM, distribution channels, and medical end-user) point views.
Literature review

- Professional competence (PC)
- Operation management (OM)
- Critical resources (CR)
- Regulatory system (RS)
- Market expansion (ME)
Research Procedure

01 Analysis
25 factors conclude from literature review

02 Interview
Interview experts of the Med-tech industry

03 Questionnaire
Plan a questionnaire and deliver them to Med-tech practitioners

04 Survey
Collect the questionnaire and analyze them

05 DEMETEL analysis
IAA-NRM is applied for the analysis
1. Defining clearly the critical decision problems of the evaluation system
2. Establishing the aspects/criteria of the service system
3. Measuring the state of the aspects/criteria based on an IAA analysis
4. Measuring the relationship structure using NRM
5. Integrating the results of the IAA analysis and NRM analysis to determine the organizational transformation strategy.
1 Introduction
2 Literature review
3 Research methods
4 Empirical study
5 Conclusions
The organizational transformation strategy based on IAA-NRM approach
1 Introduction
2 Literature review
3 Research methods
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Conclusions

1. The motivation for enterprises to transform is mainly based on sustainable operation and getting rid of the dilemma. The purpose behind it is to increase the added value of the business. At the same time, the company will choose the business when it considers the timing of transformation and stable development.

2. In the process of transforming an enterprise, it's choice of developing new capabilities will be affected by past development paths and business strategies and will improve organizational capabilities through internal education training and the design of organizational management procedures.

3. In the process of a company's transformation, its global headquarters will play the role of supervision and management of resource coordination and integration and performance evaluation; for brands or channels acquired by mergers and acquisitions, its local management team will be authorized to operate independently.
Q & A
Thank you for your attention