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CONCEPTUALIZING PRODUCTIZATION FROM THE YIN YANG PERSPECTIVE

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ABSTRACT

Purpose: *In a modern competitive market, business quick decisions are often required at the point of sales to accommodate consumers' demands. New products demanded for fitting the latest portfolio are considered as new variations and sustainable product development is secured in the productization process. However, the scope of productization has not been clearly defined, while industry specifics should be taken into account. The existing situation lacks of a well agreed description of productization process, and it is in need of a well-structured model presenting the core aspects in the productization process, for better understanding and thus for better diagnosis and management. It is getting crucial to explore the practicality of presenting the productization process from a holistic manner.*
Design/Methodology: *The idea of The Yin Yang philosophy has been adopted to explain various phenomena in the reality, including contemporary management issues (Durlabhji, 2004). The five elements (cornerstones) rooted in the yin yang concept offers an opportunity to explain the productization process, while it implicitly implies on the nation of a dynamic balance between complementary forces.*
Findings: *This paper presents a conceptual model confining the productization process by incorporating the 'yin yang five elements' management concept. The model conceptualizes the relevant issues relating to the rapid productization process, and presents according to yin-yang five elements concept.*
Originality/Value: *The model presents the clear picture depicting the facilitating and opposing relationships of the five elements. The proposed conceptual model offers a good start for further study on the productization process, such as how it is affected by various factors, and how it can be managed effectively.*