1.	Record Nr.	UNINA9910619279403321
	Autore	Huang Wei
	Titolo	The Management of Continuous Product Development : Empirical Research in the Online Game Industry / / by Wei Huang
	Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2022
	ISBN	9789811946790
		9789811946783
	Edizione	[1st ed. 2022.]
	Descrizione fisica	1 online resource (135 pages)
	Disciplina	810
	Soggetti	Technological innovations
		Industries
		Video games - Programming
		Software engineering - Management
		Innovation and Technology Management
		Game Development
		Software Management
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references.
	Nota di contenuto	Chapter 1Introduction -- Chapter 2Literature Review -- Chapter 3 Research Design and Analysis Method -- Chapter 4Overview of the Chinese Game Industry and Online Game Development -- -Chapter 5 Quantitative Analysis of Continuous Product Development -- Chapter 6 Management of flexibility in continuous product development -- Chapter 7 Management of exhaustion in continuous product development -- Chapter 8 The impact of user interactions on freemium game performance -- Chapter 9 Conclusion.
	Sommario/riassunto	This book discusses theoretically and empirically the trade-off relationship between the frequency of product adaptation activities and the constraints on development resources, and how companies can respond to these constraints. The objective of this book is to identify effective management practices in continuous product development. With the continuation of development activities, companies are required to constantly adapt their products to changes in the external environment. In continuous product development, the development

process extends beyond product release, and interaction with the external environment is not limited to the planning stage but occurs multiple times throughout the process. What impact does the multiple adaptation activities have on the product performance as development activities become more continuous, and how to use limited development resources to provide stable and constant high-quality adaptation activities with optimal frequency have become urgent issues in the development sites. To address these research questions, this book focuses primarily on the development activities of the online game industry. The factors that bring about superior product performance are examined by combining case studies and questionnaire surveys on online game development projects. Furthermore, user community management is also discussed from the perspective of the interaction process between multiple user groups. .