

# Will My Innovative Ideas Ever Take-Off?

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*Imagine that a manager is considering whether or not to invest in a new technological product/service idea before making major investment into its design and development. Unless he/she does not care about money, he/she will need to make some assessment of the viability of the new product/service idea in order to make an informed and confident investment decision. Consequently, companies are interested in assessing the market potentials of their new product ideas before making major financial and non-financial commitments into their design and development.*

*Assessment of new technological products has already been recognized as a challenging new product development activity because of numerous unknowns and uncertainties associated with such an assessment. Among several methodologies suggested in the literature, an intentions-based assessment of new technological products has great potentials in reducing the risks and uncertainties associated with new products. This paper presents an empirical study about an online business portal and shows how an intentions-based assessment methodology can effectively be used to assess the market demand for an online business portal.*

Key Words: new product, assessment.

Field Of Research: Marketing / Innovation-technology management

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