

## ACKNOWLEDGEMENTS

I would like to take this opportunity to thank all who have been supportive and helpful during the course of this research project. Without their extraordinary support, this thesis would have not been possible.

I would particularly like to thank my supervisor, Professor Susan Hart for her help and guidance in completing this project; and my second supervisor Dr Stephen Tagg for his support throughout. Grateful thanks go to Professor Heiner Evanschitzky, Mr Edward Shiu, Professor Nikolaos Tzokas and Professor John Finch for their insightful advices in making this research project better. Special thanks to the many firms and their employees who graciously gave their valuable time and efforts to this study. I am very grateful to the Strathclyde Business School and the Product Development and Management Association (PDMA) for funding this research project.

I want to express my deeply gratitude to some very special and beautiful people: Mr Oliver Borchert, Mrs Mercedes Douglas and Ms Maria Moran for their great encouragement and emotional support to me and to my family during a period of very difficult time in my life. Their invaluable support and help have been crucial to this thesis's completion.

My gratitude as well goes to my Mum and Dad for their moral support. Finally, I am so lucky to have Mr Thomas Chen as my son and Miss Cynthia Chen as my daughter. Their understanding and support accommodated me with a steady flow of inspiration. Their accompaniment always cheered me up whenever my spirits or energy was flagging.

This thesis is dedicated to my Mum, Thomas and Cynthia.

Rebecca Liu  
Glasgow, 2010