

## Risk management in the development of new products: A review and classification of the literature

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**Abstract:** Many of the problems which presently occur with projects, such as delays, changes in scope, and even cancellations can be due to ineffective management of their risks. Risk management is becoming increasingly important for successfully dealing with risks and for the respective corporations. Despite several studies on the subject of risk management in new product development (NPD), many authors point out the need for research on the issue to evolve. In this sense, this article presents a mapping of the present literature on risk management. To do so, a number of pre-selected articles were examined and classified according to the focus and approach of the research and its respective area of application. A dearth of studies on risks in NPD with a theoretical-conceptual approach and studies with an empirical approach were the main findings. In the empirical research, a tendency to use the case study method instead of others was observed. Over 50% of the articles do not touch upon a specific area of application. This can also point out a possible trend toward generalized models for risk management.

**Keywords:** risk management, product development, risks in NPD.

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