

## Special Issue

# Innovation and Sustainability in New Product Development and Supply Chain

### Message from the Guest Editors

Increased competition, customer requirements, and environmental challenges lead to the search for innovative and sustainable products. Both scholars and practitioners have begun to pay attention to issues, such as sustainable product design and development, sustainable supply chain management, reverse logistics, and new digital technologies for sustainability. However, sustainable product development and supply chain management (SCM) may incur additional costs and affect firm innovation. As a result, further research on how to incorporate sustainability in new product development (NPD) and SCM is necessary. Furthermore, firms have adopted digital technologies to increase the efficiency of their NPD processes and supply chain management. It is necessary to explore the effect of deploying such technologies on firms' sustainability performance of NPD and SCM. This Special Issue, "Innovation and Sustainability in New Product Development and Supply Chain" aims to explore new directions in sustainable product development and sustainable supply chain management research.

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### Deadline for manuscript submissions

closed (31 May 2023)



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