

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.

Guest Editors

Prof. Dr. Wenyan Song

School of Economics and Management, Beihang University, Beijing 100191, China

Prof. Dr. Hao Li

School of Mechanical and Electrical Engineering, Zhengzhou University of Light Technology, Zhengzhou, China

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Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

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I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and Natural Resources, Ohio State University,
Columbus, OH 43210, USA

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