

Early supplier involvement: a review and proposal for new directions in research

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Abstract: Systematic supplier participation in the product development process began in Japan in the 1960s. By the late 1980s, with the Japanese miracle, this practice was considered one of the main sources of competitive advantage of Eastern companies. This study demonstrates the need for new directions in research on this theme, focusing on the form of its application, its increasing scope, the use of alternative sources of data and greater integration among the different research methods. A bibliographic review is also presented, analyzing the advantages and disadvantages identified to date and the evolution of the literature on the subject.

Keywords: buyer-supplier relationship, product development, earlier supplier involvement, and collaboration

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