



# 3<sup>rd</sup> Copenhagen Supply Chain Management Summit 2011

- Nomination to Best MSc. in SCM Master Thesis 2011



## **“Knowledge management in collaborative new product development”**

- Insights from three case studies of early supplier involvement

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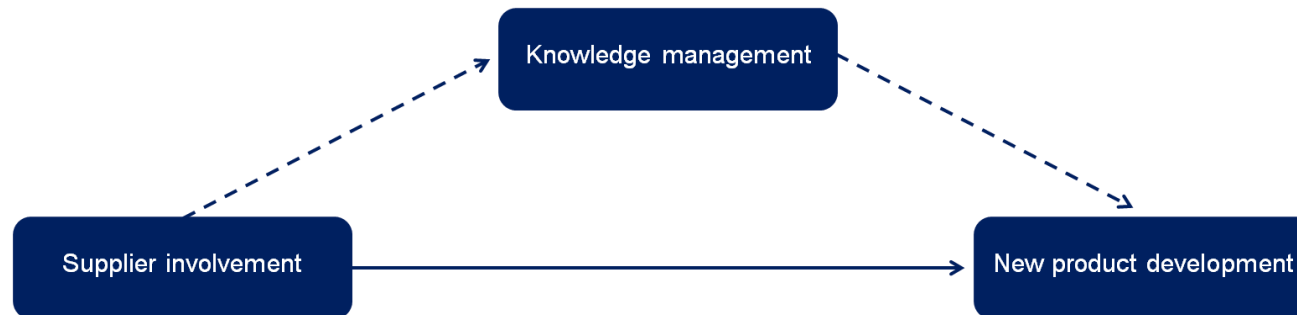
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# Introduction and Summary

- **Background**

- Innovation and new product development are knowledge intensive processes
- Knowledge is distributed along the supply chain in collaborative new product development
- Knowledge diffusion may potentially affect companies' sustainable competitive advantage



- **Research Question**

*How can knowledge management support supplier involvement in new product development and what are the implications for the buying company's sustained competitive advantage?*

- **Method (s)**

- Literature review
- Multiple case study of three manufacturing companies in different industries with a declared focus on innovation and new product development

# »» Main conclusions

- **Framework**
  - *Knowledge management as an intended strategy to support collaborative new product development*
- **Case studies**
  - *Knowledge management functions at best as an emergent strategy to manage risk in collaborative new product development and at worst, collaborative new product development is not supported by any knowledge management initiatives with potentially negative implications for the the buying company's sustained competitive advantage*
- **Common conclusion**
  - *Gap between the theoretical potential and corporate reality*
  - *Intended vs. emergent strategy*
- **Implications and perspectives**
  - *Hands-on recommendations for companies to adopt a more strategic and proactive approach to knowledge sourcing*
  - *Knowledge management is a relevant component in SCM to manage the extended enterprise*

# Why the thesis should achieve the price for best MSc. in SCM Master Thesis 2011

- **Application oriented:**
  - Close collaboration with case companies
  - Focus on implementation
- **Professionalism:**
  - Own development of illustrations, models and frameworks
- **Value adding for SCM people:**
  - Framework to organize internal collaboration
- **Innovative and risk taking:**
  - Application of organizational theory to a supply chain problem
  - Combines known areas of theory in a new framework
  - Provoking recommendations ?
- **Global perspectives:**
  - Relevance across industries
- **SCM powered by X:**
  - Mutual benefits from knowledge exchange along the supply chain