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Mapping Drivers and Inhibitors Factors for the Integration of Stakeholders in the Development of Green Products Innovation

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Abstract

The present study aimed, through a systematic review of the literature, identify drivers and inhibitors for the integration of stakeholders in the developing process of environmentally sustainable products. From the 37 articles selected, it was mapped that both internal and external resources tend to facilitate or hinder the process of integration and collaboration between companies and stakeholders in the development of green product innovations. The main drivers are the variables “joint development of resources and capacities”, “competitive advantage”, “non-linearity of processes”, “market and stakeholder pressures”, “organizational learning” and “commitment of managements”. As for the inhibitors, “knowledge socialization”, “initial costs” and “trust” are the variables with the highest frequency of citation in the articles analyzed. In addition to the listing factors, the article summarizes micro, meso and macroenvironment variables, relevant for implementation of integration and collaboration practices between company and stakeholders.

Keywords: Cross-functional collaboration; Sustainability; Product development; Eco-innovation.