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How Can Green Supply Chain Management Contribute to the Product Development Process?

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Abstract

The product development process has phases as concept, research, analysis, develop and launch. The supply chain management needs integration with suppliers, manufacturers, and customers. The goal of this study is to link two topics, product development process, and Supply chain management, aiming to understand how this concept join can become more sustainable. To search this answer, it is analyzed the main bibliography references about "product development process" and "green supply chain management". For the literature review development, it was searched at Capes Periodical/MEC, for the concepts of product development process, supply chain, and green supply chain management. The year of publication was not limited, aiming to understand the evolution of all materials already published. The first section is about market demands, laws, regulations and green products. In the second section is discussed green supply chain management and product development process. The second section considers supply chain tiers, like supplier, manufacturer, and customers, all connected with product development process. As results, it was checked that green supply chain management and product development process does not have a consensus, being treated with a broad approach; there is no specific model that orients the companies to develop a product oriented to green supply chain management.

Keywords: *green supply chain management, green products, product development process.*