

THE EFFECTS OF SALESPERSON'S BEHAVIORS IN SUPPLIER INVOLVEMENT (SI) FOR NEW PRODUCT DEVELOPMENT (NPD)

Jaeyoung Oh, Department of Finance and Supply Chain Management, College of Business, Central Washington University, Ellensburg, WA 98926, USA, jae-young.oh@cwu.edu

Joonhwan In, School of Business Administration, Ulsan National Institute of Science and Technology (UNIST), Ulsan 44919, Republic of Korea, joonhwan@unist.ac.kr

ABSTRACT

SI for NPD suggests multiplexity of the relationship between buyer and supplier, requiring appropriate coordinating mechanisms for successful NPD collaboration. Drawing on information processing theory, this study unravels the nature of salesperson's behaviors in the SI-NPD performance and investigates how the salesperson's behaviors affect the SI-NPD outcomes. Our findings conclude that whereas the salesperson's information regulating behaviors positively moderate the SI-NPD performance linkage, the process regulating behaviors negatively affect the linkage. This study contributes to SI literature in that inter-functional issues during inter-organizational NPD collaboration are explored and investigated.

Keywords: Supplier Involvement, New Product Development, Salesperson, Gatekeeping, Supplier Performance