

**OLS20**

## **INTEGRATING KNOWLEDGE MANAGEMENT INTO SUPPLIER DEVELOPMENT: INSIGHTS FROM A CROSS-INDUSTRY STUDY**

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### **Abstract**

Supplier development, a vital strategy in supply chain management, has been widely studied through various theoretical lenses but rarely from a knowledge management perspective. This study integrates knowledge chain theory into supplier development, examining the roles of specific knowledge management activities from both buyer and supplier perspectives. A survey of approximately 300 supply chain professionals confirmed the significance of knowledge management in supplier development and highlighted industry-specific differences. This research contributes to the literature by affirming the importance of implementing knowledge management practices in supplier development and suggesting future research avenues for further exploration in this area.

### **Conference Track**

Operations, Logistics and Supply Chain Management