

Examining the relationships between team boundary spanning, boundary buffering and job stress in new product development teams

Pilar Carbonell

York University

Ana Rodriguez-Escudero

University of Valladolid

Héctor Pérez-Fernández

University of Valladolid

Víctor Temprano-García

University of Valladolid

Cite as:

Carbonell Pilar, Rodriguez-Escudero Ana, Pérez-Fernández Héctor, Temprano-García Víctor (2023), Examining the relationships between team boundary spanning, boundary buffering and job stress in new product development teams. *Proceedings of the European Marketing Academy*, 52nd, (114136)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Examining the relationships between team boundary spanning, boundary buffering and job stress in new product development teams

Abstract

Despite the growing popularity of boundary spanning activity among new product development (NPD) teams, more attention is needed to examine the negative impacts of this activity. Our research expands inquiry into this subject by examining the relationship between team boundary spanning and job stress. Based on the conservation of resources theory, we propose negative effects of team boundary spanning on NPD performance and job satisfaction via job stress. Additionally, the study examines the moderating effects of team boundary buffering on the relationships between team boundary spanning and job stress and between job stress and NPD performance and job satisfaction. The results show that team boundary spanning has a positive effect on job stress. Job stress, in turn, reduces NPD performance and job satisfaction. Moreover, we found positive moderating effects of team boundary buffering on the relationships between job stress and NPD performance and job stress and job satisfaction

Subject Areas: *New Product Development and Launch, Organization Behavior*

Track: Innovation Management & New Product Development