

Innovation, But Make It Responsible: A New Take on Co-Creation in NPD

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Abstract

Responsible co-creation (RCC) integrates ethical, social, and environmental responsibility into new product development. This research defines and validates RCC as a process shaped by four dimensions: anticipative, inclusive, reflexive, and responsive co-creation. Through interviews with NPD professionals, a pretest survey, and a larger survey of 295 participants, the studies show that customer-oriented CSR drives RCC. In turn, RCC strengthens both innovation outcomes and financial performance. The findings highlight how embedding responsibility into collaborative innovation can support ethical, sustainable value creation and improve firm results.

Track: Innovation Management & New Product Development