

A Systematic Literature Review of Three Decades of Research on the Front End of NPD

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Abstract

The purpose of this study is to comprehensively synthesize, analyze, and map all the available empirical evidence on the effective management of the Front End (FE) of New Product Development (NPD). A Systematic Literature Review (SLR), ensuring replicability, transparency, and minimization of bias integrates data from 132 studies into a new conceptual framework that synthesizes more than three decades of research on how to optimally manage the FE. The originality of the paper is rooted therefore, in the comprehensive search and systematic review of all the studies in the area, which generate significant academic, managerial, and methodological implications, as well as clear future research directions for exploring FE management capability in NPD.

Keywords: *Front end, New product development, Systematic literature review*