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| Abstract |
| This research explores adopting the lean product development (LPD) concept in the new production system introduction process (NPSIP) to achieve both pre-launching and post-launching operational performance considering sustainability aspects. An empirical study was conducted in a multinational pharmaceutical company, having lean practice for over a decade. Two case projects for launching the new production system were followed in retrospect, and data was collected by interviewing experts. In the case company, evidence were found regarding adoption of soft lean practices in the NPSIP, however, lack of adoption of hard lean practices. Several challenges were identified that hinder achieving both pre-launching and post-launching operational performance, which could be mitigated by adopting LPD practices. This paper contributes to the broad lean literature by expanding its implication within the NPSIP context. Additionally, a set of LPD principles and practices is proposed that could be adopted in the NPSIP context. Adopting the LPD principles and practices in the NPSIP, manufacturing companies can launch a new production system faster, and achieve target sustainable operational performance faster, resulting in additional competitive advantage. |
| Sustainable Development Goal(s) (SDG) |
| Goal: 12 (Responsible consumption and production) Goal: 9 (Industry, innovation and infrastructure) |