

**Dissertation title:**

**Integration of suppliers in radical product innovation projects**

**Mustafa Incekara**

So far, the degree of innovation in the analysis of the integration of suppliers in innovation projects (both in academia and in practice) has not been sufficiently researched. The present work aims to fill this gap, by considering the effect of the degree of innovation in the design of successful collaborations between buyer and supplier in product innovation processes.

The aim of this study is to differentially analyze the relationships between supplier involvement and the degree of innovation. On this basis, measures will be identified in order to implement a supplier integration project that can help to achieve business success. As the methodological basis for the study, the contingency approach was used. On the one hand, an empirical study was carried out to analyze the mechanisms of the degree of innovation and integration of suppliers and their contribution to the success of innovation projects. On the other hand, such a design-oriented examination was possible in practice. This led, (taking into account the complexity of the situational condition involving the degree of innovation) to recommendations to be used in practice.

For the empirical testing, supplier integration was conceptualized as a cooperative project organization and its influencing factors were analyzed. First, mechanisms were derived, which act on the project organization. Their influence on success was analyzed conceptually, based on transaction cost theoretical findings. Besides the direct effect relationships of the factors influencing collaboration in the project organization between buyer and supplier, the potential for the success of supplier integration in the entire innovation project was considered. This study included the effect of experience with the suppliers, the changing interdependence relationship between supplier and buyer, the procurement market and the procurement object complexity, the importance of the procurement object for the innovation project as well as the external innovation orientation of the buyer. The analyzed correlations are supported in particular by knowledge of transaction cost theory.

The aspects that were analyzed in detail were considered exhaustively in terms of different degrees of innovation. Taking special consideration of the influence of the degree of innovation, (in line with the aim of the thesis) efficient design concepts for vertical innovation cooperations were able to be developed. This process involves firstly, the analysis of the degree of innovation-related projects and organizations, and secondly, the derivation of appropriate project organization measures. The impact that the degree of innovation at the organizational integration of suppliers exercises in innovation projects has been differentially investigated.

Consequently, it becomes clear that the buyer should make the integration of the supplier dependent on the degree of innovation and related to a range of different influencing factors.

As the complexity of collaboration between buyers and suppliers poses particularly high demands when radical innovations are implemented, the carrying out of additional studies would appear to be useful and necessary. The empirical analysis in the present study of the effect of the complex structure should serve as a basis for further theoretical and empirical studies.