

## **The criteria's of sustainable product development and organizational performance.**

*Hj Mohd Akhir Hj Ahmad*

*University Utara Malaysia, School of Technology Management and Logistics  
06010, Sintok, Kedah, Malaysia.*

### **Abstract**

The most recent of increasing beyond of quality product among the industry has encouraged the organization to adopt the criteria of sustainable product development that have an effect to organizational performance. The objectives of sustainable product to be developed are to satisfy a customer, achieve sustainability in business and finally to meet stakeholders demand of the industry. Therefore, adopting the criteria's of sustainable product into new product development in industry is rarely present, especially in an automotive industry. This study to address the relationship between the criteria's of sustainable product development and effect to an organizational performance. Thus, the outcome of this study contributes to the enhancement of criteria's sustainable product development in the automotive industry and to other related industries. The causal relationship approach is adopted in this study by use sample random sampling among the 273 automotive suppliers in Malaysia. The analysis result use PLS SEM was revealed that the criteria's of sustainable product development that consists of economic, social and environment are contributing significant positive effect to an organizational performance in automotive industry.

### **Keywords:**

Sustainable product development, economic, environment, social, Malaysian automotive industry, organizational performance.