

## **KATONA ÁDÁM, KESZEY TAMARA: Customer involvement and innovation outcomes: A systematic literature review**

---

### **Abstract**

This paper aims to enrich knowledge management theory and practice by investigating how external knowledge from customer involvement (hereafter CI) contributes to innovation. A systematic literature review of 752 potentially relevant studies was performed. After the scrutiny of eligibility based on detailed inclusion and exclusion criteria, 26 studies published in top-tier academic journals were identified as relevant for this study. These papers were added to a detailed coding scheme and further analysed using an iterative grouping procedure and content analysis. Building on knowledge-based view and the concept of market-based resources, this paper injects a theoretical perspective into the relatively a theoretic but empirically well-researched field of CI by systemizing the often implicitly assumed underlying and contingency mechanism of CI on innovation. The study also delineates CI's domain, describes the state-of-the-art, resolves definitional ambiguities existing in the literature, and proposes a comprehensive agenda to direct research efforts.

*Keywords: customer involvement, systematic literature review, innovation, new product development*

KATONA ÁDÁM  
PhD hallgató, Budapesti  
Corvinus Egyetem, Marketing  
Intézet, [adam.katona@uni-  
corvinus.hu](mailto:adam.katona@uni-corvinus.hu)

KESZEY TAMARA  
PhD, egyetemi docens,  
Budapesti Corvinus Egyetem,  
Marketing Intézet,  
[tamara.keszey@uni-corvinus.hu](mailto:tamara.keszey@uni-corvinus.hu)