SUB-THEME 4: DESIGN MANAGEMENT, DESIGN THINKING: A DYNAMIC CAPABILITIES PERSPECTIVE

convenors:

Brigitte Borja de Mozota
University Paris Ouest, France

Hyo-jin Kang
Hanyang University, South Korea

Jieun Kim
Hanyang University, South Korea

Kamil Michlewski
Independent researcher, consultant, UK

Mourad Chouki
University of Lorraine, France

objective:

- Linking Organizational creativity, Design, creativity and value management issues
- Embracing design value through Innovative Human Resources Management as an opportunity to embrace the blurred lines that still separate design and business
- Developing a design strategic competency model in Design Management for innovation management, brand management, customer relationship management
- Leveraging Designers’ competencies in change management collective intelligence
• Stimulate international discussion about design and creativity as Dynamic Capabilities

description:

In order to advance the dissemination of research of design management amongst mainstream business research and practice, we encourage contributions of 'provocations-based' papers, which could form a basis for a debate:

• provocation 1: entrenched functional power basis requires design and designers to find unconventional means of gaining attention in organisations
• provocation 2: designers are ill-equipped to take on robust and assertive arguments made by the established organisational structures and narratives, could they find new strategies through competencies, skills, attitude that play to their advantages in management?