



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

### convenors:

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### 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?