

International Conference on Innovation by Brand and Design Management

November 11-12, 2004, Seoul, Korea

Thursday, November 11, 2004

TIME	PROGRAM	Plenary Session Moderator: President Sun In Lee
09:30-10:00	Registration	
10:00-10:05	Opening Announcement	<i>Dong-Sung Cho (President, DBMS/Chairman of the Board, IPS)</i>
10:05-10:10	Welcome Remarks	<i>Earl Powell (President, DMI)</i>
10:10-10:20	Greetings	<i>Hee-Beom Lee (Minister, MOCIE)</i>
10:20-10:50	Keynote Speech 1	The National Image Strategy of Singapore <i>Calvin Eu (Ambassador, the Embassy of Singapore in Korea)</i>
10:50-11:20	Keynote Speech 2	The Brand Strategy of EU in the World Market <i>Dorian Prince</i> <i>(Ambassador, Delegation of the European Commission to the Republic of Korea)</i>
11:20-11:50	Keynote Speech 3	2004 IPS National Brand Value Evaluation <i>Dong-Sung Cho (Chairman of the Board, IPS)</i>
11:50-13:00	Lunch	
TIME	Research Session 1: Design Paradigms & Organization Theory Moderator: Professor Ki Chan Kim	Country Brand Case Studies
13:00-13:20	Optimizing Design Management in Product Development Process in Chinese Manufacturing <i>Chen Jie, The Hong Kong Polytechnic University</i>	Building Powerful Country Brand through Cultural Exchanges <i>Il-Hyun Jee, Korea national tourism organization</i>
13:20-13:40	Creating Value by Design: The Missing Link between Design & Finance <i>Brigitte Borja de Mozota, Université Paris X</i> <i>Philippe Dessertine, Université Paris X Laboratoire CEROS</i>	

13:40-14:00	Intangible Assets Management through Design Management: A Strategic Approach through Human Resources <i>Ray Holland, Brunel University</i> <i>Sai Hee Kim, Brunel University</i>	The National Brand Improvement with a Culture Industrial Policy <i>Dae-Kyun Kim, The Korean Overseas information Service</i>
TIME	Research Session 2: Brand for Competitiveness Moderator: Professor Chun Il Park	City Brand Case Studies
14:00-14:20	Design Management Strategies for Cultivating Global Brands in Major Korean Corporations <i>Yu Jin Kim, Korea Advanced Institute of Science and Technology (KAIST)</i> <i>Kyung-Won Chung, Korea Advanced Institute of Science and Technology (KAIST)</i>	Local Brand Strategies for Reinforcing Regional Competitiveness <i>Jae-Jung Lee, Hampyung city</i>
14:20-14:40	Current Progress in the National Design Promotion Policy in Korea: Effects of the Annual Design and Brand Management Award System <i>Kyung-Won Chung, Korea Advanced Institute of Science and Technology (KAIST)</i> <i>Yu Jin Kim, Korea Advanced Institute of Science and Technology (KAIST)</i>	Improving Local Brand Strategies by CI Development- <i>Jeju city</i>
14:40-15:00	10 Years of Democracy in South Africa: Corporate Identity as Change Agent <i>Ria van Zyl, University of Pretoria</i>	
15:00-15:20	Coffee Break	

TIME	Research Session 3: Managing Strategy & Organizational Change by Design & Brand Moderator: President Nam Shik Lee	Corporate Brand Case Studies
15:20-15:40	Is Corporate Identity Management any Longer Relevant in a Chaotic World? <i>Sooyoung Cho, Central St. Martins College of Art & Design</i>	The Community Design: An Overview <i>Natalie Pasinato, OHIM</i>
15:40-16:00	Knowledge and Linguistic Networks: Management of Innovation in the European Furniture Industry <i>Alessio Marchesi, Politecnico Di Milano</i> <i>Roberto Verganti, Politecnico Di Milano</i> <i>Claudio Dell'Era</i>	Trend & Brand <i>Je Hang Park, Jeil Communication</i>
16:00-16:20	Macroeconomics Issues in China & their Influence on Design Management in Manufacturing Sector <i>Xiaohuan Zhang, University of Salford</i> <i>Alex Williams, University of Salford</i>	
TIME	Research Session 4: New Innovation Models: From Consumers Preferences to User Oriented Innovation Moderator: Professor In Seok Park	Corporate Brand Case Studies
16:20-16:40	A Comparison of “Cute” and “Sophisticated” Objects for Product Aesthetics and Preference. <i>Heemyoung Yi, Hyup-Sung University</i>	Creating a Distinctive Brand Image and Packaging Design Identity <i>Dong-Ho Seo, Designmine</i>
16:40-17:00	User-Centered Design in Innovation Management of Mobile Services <i>Daniel Rackensperger, TUM Business School, Institute for Information, Organization and Management</i>	
17:00-17:20	Barbarians or Bureaucrats: Examining the Shift from Design Policy to Strategy in e-Business Innovation <i>Uday Gajendar, BEA Systems</i>	Brand Management Strategy (HITE) <i>Chang-Yong Choi, HITE</i>

<p>17:20-17:40</p>	<p>Consumer Perception of Value & Its Implications for Product & Brand Strategy in China <i>Qian Sun, University of Salford</i> <i>Alex Williams, University of Salford</i></p>	
<p>TIME</p>	<p>Research Session 5: Design & Brand Management Performance Moderator: President Sun in Lee</p>	<p>Brand Workshop</p>
<p>17:40-18:00</p>	<p>Design and Corporate Performance: Investigating the Relationship in Japan <i>Patrick Reinmoller, Erasmus University</i></p>	<p>Brand Communication Strategy through Internet: Cherry Coke Case <i>Cheol Park, Korea University</i></p>
<p>18:00-18:20</p>	<p>Globalization and Offshoring: Opportunities for Design and Brand Management <i>Patrick Reinmoller, Erasmus University</i></p>	

Friday, November 12, 2004

TIME	PROGRAM	Plenary Session Moderator: Professor Jong Seo Park
9:30-10:00	Registration	
10:00-10:30	Keynote Speech 1	<i>Earl Powell, President, DMI</i>
10:30-11:00	Keynote Speech 2	Designing Design into the Strategic Management Process <i>Ron Sanchez, Professor, Copenhagen Business School</i>
11:00-11:20	Keynote Speech 3	2004 IPS Corporate Brand Asset Evaluation <i>Cheol-Ho Shin, President, IPS</i>
11:20-12:00	Brand Olympics 'Super Brands Award 2004'	
12:00-13:00	Lunch	
TIME	Research Session 6: Human Sciences for Brand & Design Research Moderator: Professor Borja de Mozota	Individual Brand Case Studies
13:00-13:20	Understanding the Language of Industrial Design: Merging ID and Marketing Thought <i>Charles H. Noble, University of Mississippi</i> <i>Minu Kumar, University of Mississippi</i>	Innovation by Design and Brand <i>Nam-Mi Kim, Samsung</i>
13:20-13:40	The Effect of Sensory Brand Values on the Consumer Emotional Experience: Application to Region of Origin Labeled Food Products <i>Georges Giraud, Enita of Clermont</i>	
13:40-14:00	Effective Methods for Consistent Innovation and Team Collaboration: Connecting People and Product by Understanding their Aspirations <i>Wayne Chung, George Tech</i>	Brand Strategies in Manufacturing Industry <i>Je-Jin Shim, LG Electronics Inc</i>

14:00-14:20	Brand Asset Evaluation: An Integrated Approach <i>Cheol Ho Shin, SungShin Women's University</i>	
TIME	Professional Session 7: Building a Country Brand by Design Moderator: Professor Woon Bong Rha	Corporate Brand Case Studies
14:20-14:40	Brands, Trust and New Product Strategies for the China Market <i>Elaine Ann, Kaizor Innovation</i> <i>Carmen Tsui, Kaizor Innovation</i>	Creating and Sustaining a Successful Brand through Green Marketing <i>Eun-Ho Jeong, The Face Shop</i>
14:40-15:00	The Myth of Fantasy <i>Himanshu Vaidya, National Institute of Design</i>	Brand Strategies through Culture Marketing <i>In-shun Hwang, KT&G</i>
15:00-15:20	Brand as Narrative: A Case Study of Innocent Drinks <i>Eun Kyong, Baek, De Montfort University</i>	
TIME	Professional Session 8: Enriching User Experience through Design Research & Creativity Methods Moderator: Professor Patrick Reinmoller	Corporate Brand Case Studies
15:20-15:40	The Creative Asset Appraisal Method: Measuring Creative Assets for Strategic Advantage <i>Kristine Leu, Instinet Group Incorporated</i> <i>Stephanie Vaughan, Snyder Group Inc.</i>	2004 Super Brands (case studies)
15:40-16:00	A New Vision of "On-board" Traveling Experience <i>Christophe Pradère, Absolute Reality</i>	Brand Strategies of Internet Business <i>Sung-Jun Kim, Interpark Inc.</i>
16:00-16:20	New Tribe and Customer Group Branding <i>Irene Suh, Seoul School of Integrated Sciences and Technology</i>	
16:20-16:40	Coffee Break	
TIME	Professional Session 9: From Collaborative Design Education to Cognitive	Individual Brand Case Studies

	Design Issues Moderator: President Sun Jong Lee	
16:40-17:00	Teaching Distributed e-Product Development Collaboration: Industry Practices versus Academic Practices <i>Wayne Chung, Georgia Tech</i>	PI Strategy I <i>Jeong-Suk Lee, SMG</i>
17:00-17:20	Collaborative Brand Management: Study of Interdisciplinary Academic Projects to Increase Holistic Corporate Competitiveness. <i>Don Ryun Chang, Hongik University</i>	Improving Personal Brand with Image Development <i>Jong-sun Lee, Image design consulting</i>
17:20-17:40	The<<CUT>>, a Transversal and Common Methodological Approach of the Design Project Incorporating <<Three Different Design Activities>> <i>Jean-Patrick P��ch��, L'��cole de Design Nantes Atlantique</i>	
TIME	Professional Session 10: New Models for Sensorial Brand & Design Management Moderator: Professor Chan Su Park	Individual Brand Case Studies
17:40-18:00	Remarkable Pencils Ltd: Developing a 'Recycled' Brand <i>Paul Micklethwaite, Kingston University</i> <i>Anne Chick, Kingston University</i>	PI Strategy II <i>Beong-Chul Shin, Decisionpartner</i>
18:00-18:20	Design Management as the Director of the Product Feel <i>Fan Le-Ming, Shanghai, Tongji University</i> <i>Zhu Zhong-Yan, Tongji University</i>	
18:20-18:40	Acoustic Branding <i>Marco Maiocchi, I. NET</i>	