

# International Conference on Strategic Innovation and Creativity in Brand & Design Management

## Schedule

29 November, 2006, SSIT, Seoul, Korea

Time	Program	Theme, Title & Presenter			
09:30~10:00		<b>Registrations</b>			
10:00~10:05	<b>Welcoming Address</b>	<b>Dong Sung Cho/ Honorary Chairman, Institute for Industrial Policy Studies</b>			
10:05~10:35	<b>Keynote Address 1</b>	<b>The management of design in companies which demonstrate visual design coherency (Thomas Lockwood/ President, Design Management Institute)</b>			
10:35~11:05	<b>Keynote Address 2</b>	<b>Design management research: Current issues and future directions (Alison Rieple/ Professor, University of Westminster)</b>			
11:05~11:40	<b>Special Lecture 1</b>	<b>2006 IPS Country Brand Valuation Report (Dong Sung Cho/ Honorary Chairman, Institute for Industrial Policy Studies; Professor, Seoul National University)</b>			
11:40~12:10	<b>Special Lecture 2</b>	<b>2006 IPS Corporate Brand Valuation Report (Chul Ho Shin/ Chairman, Institute for Industrial Policy Studies; Professor, Sung Shin Woman's University)</b>			
12:10~13:10		<b>Lunch</b>			
Time	Brand Management Case Study Session (Country, Region & Personal Brands)	Brand Management Strategy Session	Time	RESEARCH STUDIES Session I	
13:10~13:40	<b>A Case Study on Country Brand Management Strategy</b> (Hee Sung Kim, Marketing Manager, Pusan International Film Festival)	<b>Success Case of Kyung Hee Hahn's Steam Cleaners</b> (Kyung Hee Hahn, President, Hahn Corporation)	13:10~13:30	<b>"Climbing the High Road: Strategic Design and Management of New Zealand's Human Capital and Economic Transformation"</b> -Leong Yap/ Auckland University of Technology	<b>"Design strategy for a religion-branding model"</b> -Lee, Hee young/ SodiumPartners -Kim, Won-taik/ IDAS, Hongik University
13:40~14:10	<b>A Case Study on Regional Brand Management Strategy</b> "Filial Piety and Sharing of Love" Brand of Nam-gu Office, Gwangju Metropolitan City	<b>Global Brand Management Strategy</b> (Jung Chee Suh, Deputy Chief, Samsung Electronics Global Marketing Research Institute)	13:30~13:50	<b>"A Brand Personality Measurement System Based on Purpose-design Avatars"</b> -Min-Jeong Song/ KAIST -Kyung-Won Chung/ KAIST	<b>"Capitalising on Creativity: Developing Design Graduates as Entrepreneurs"</b> -Mary Duffy/ Glasgow Caledonian University -Bruce Wood/ Glasgow Caledonian University -David Harrison/ Glasgow Caledonian University

14:10~14:40	<b>Culture Marketing and Brand Strategy</b> (Woo-Jung Kim, Prof. School of Culture & Performing Art)	<b>LG Electronic's Design Brand Management Strategy</b> (Jai-Jin Shim, LG Electronics Design Center)	13:50~14:10	<b>"Priorities of Design Management Studies over the Past Two Decades and Effects of Design Strategy"</b> -Yu-Jin Kim/ Kongju National Univ. -Kyung-Won Chung/ KAIST	<b>"A Study on the Development of an Effective System for the Design Management Process with a Focus on the Concept of Language Coding"</b> -Songyee Han/ Center for Design Management Strategy -Kim Myoun/ Sungkyunkwan University -Kim Jay/ Sungkyunkwan University
			14:10-14:30	<b>"Design as an Economic Development Tool"</b> -Bruce Wood/ Glasgow Caledonian University	<b>"Holistic Brand Experience Plan, Creating an Experience-based Creative Agency - The Case of the Curious Group"</b> -Sotiris Lalaounis/ CuriousGroup, Glasgow Caledonian University -Bruce Wood/ Glasgow Caledonian University -David K. Harrison/ Glasgow Caledonian University
14:40~14:50	Break		14:30-14:50	Break	
<b>Time</b>	<b>Brand Management Case Study Session (Corporate Brands)</b>	<b>Brand Management Case Study Session (Corporate Brands)</b>	<b>Time</b>	<b>RESEARCH STUDIES Session II</b>	
14:50~15:20	<b>A Case Study on Samsung Fire &amp; Marine Insurance's Brand Management</b> (Woo Jong Cho, Deputy Chief, Samsung Fire & Marine Insurance)	<b>Revolution in Portal Sites - Branding through UCC</b> (Tae Ho Kim, Team Manager, Daum Communications)	14:50~15:10	<b>"The Influence of Animistic Metaphors and Brand Elements on Brand Personality, Differentiation and Consumer Preference"</b> -Charles H. Noble/ University of Mississippi -Elmira Bogoviyeva/ University of Mississippi	<b>"Taming Increasing Complexity in Design: A New Role of Design Management for Strategic Innovation"</b> -Dong-Seok Lee/ The Ohio State University -David D. Woods/ The Ohio State University
15:20~15:50	<b>A Case Study on LG Household &amp; Health Care's Brand Management - Based on the 'Whoo' Brand</b> (Sung Won Park, Brand Manager, LG Household & Health Care)	<b>Raemian's Brand Management Strategy</b> (Wang-Ryul Kim, Manager, Samsung Corporation)	15:10~15:30	<b>"Surprise! Look Who's Capturing the Value Created from a Design Excellence Award"</b> -Sabine Brunswicker/ Fraunhofer Institute for Industrial Engineering -Richard Seymour/The University of Sydney	<b>"Researching Virtual Design Teams Evaluation Systems"</b> -Zhao Weijun/ Human University of Technology

15:50~16:20	<b>A Case Study on Doosan Corporation's Brand Management on 'Like the First Time'</b>	BSP Alumni Meeting - <b>Burger King's Brand Positioning</b> (Ho Jong Kim, Assistant Manager, SRS Korea)	15:30~15:50	<b>"From Invisible to Visible: Designers' New Role in Innovation"</b> -Seok-Bin Yoon/ IDAS, Hongik University -Lee, Soon-in/ Hongik University -Ken, Nah/ IDAS, Hongik University	<b>"The Evolution of the 'Web Museum' Space from 'Digital Storytelling' Perspective"</b> -Mi-Young Choi/ Sungkyunkwan University -Jai Beom Kim/ Sungkyunkwan University -Ahrang Hong/ Sungkyunkwan University -Soo Hee Lee/ University of London
			15:50~16:10	<b>"Asking All the Right Question: A strategy for Holistic Brand Innovation"</b> -Dosun Shin/ Arizona State University	<b>"Beyond Customization - User Successive Designing (USD)"</b> -Ding-Bang LUH/ National Cheng Kung University -Chia-Ling Chang/ National Cheng Kung
16:20~16:30	Break		16:10~16:20	Break	
<b>Time</b>	<b>Special Announcements &amp; Brand Award Ceremony</b>		<b>Time</b>	<b>DBMS Session</b>	<b>RESEARCH STUDIES Session III</b>
16:30~16:40	<b>Opening Address of the Award Ceremony - Introducing areas reviewed for awarding and their future aims</b>		16:20~16:40	<b>"Digitalized Design Data Supports Marketing Communication"</b> -Lee, Soon-in/ Hong-ik University	<b>"Design Management as a Strategic Management Tool"</b> -Ron Newman/ Raffles University -Jun Gwee/ Institute of Policy Development
16:40~16:45	<b>Congratulatory Address - Ministry of Commerce, Industry &amp; Energy Personnel</b>		16:40~17:00	<b>"The Developmental Process of Commercial Design in America"</b> -Ho-gon Kim/ Korea Design Management Institute	<b>"The Antecedents and Innovation-based Outcomes of a Design Orientation"</b> -Charles H. Noble/ University of Mississippi -K. Scott Swan/ College of William & Mary
16:45~17:00	<b>The 8th Annual Korea Brand Award Ceremony 2006</b>		17:00~17:20	<b>"Customer Branding Technique through Analysing Influential Factors of Lifestyle"</b> -Il Yun Suh/ aSSIST	<b>"Maintaining Positive Interplay between Brand DNA and Customer Co-Designers in Mass Customised Products"</b> -Andy Bardill/ Middlesex University -Kate Herd/ Middlesex University
17:00~17:30	<b>Brand Academy - Brand Manager of Excellence Award</b>				
17:30~18:30	<b>Brand Olympics - Award ceremony for best business &amp; product brand found in results of the IPS Brand Valuation Report</b>				
<b>Poster Session</b>					
<b>"Teaching Brand Design : A Visual Communication Design Course Case Study"</b> -Peter Kwok Chan/ Ohio State Univ.					
<b>"Design Revolution in Stationery Industry by Digital Technology - A Case of Cyworld"</b> -Ji Won Kim/ Aurora World Corp. -Jai-Beom Kim/ Sungkyunkwan University					
<b>"Creative Design Strategies of European Lifestyle Hotels-A case of Fox Hotel in Copenhagen"</b> -Jai-Beom Kim/ Sungkyunkwan University -Bo-Young Kim/ Brunel University -Ray Holland/ Brunel University					

