

International DMI Conference on Design Thinking
New Challenges for Designers, Managers, and Organizations

Schedule

Monday 14 April

8:00 - 9:00 Conference Registration, ESSEC Business School Entrance Hall, Cergy-Pontoise

9:00 - 10:00 Opening Session - PA104

Thomas Lockwood, PhD, Design Management Institute - *Conference welcome*

Professor Herve Mathé, PhD, ESSEC Business School - *ESSEC welcome and local attractions, the role of design management in business education*

Professor Brigitte Borja de Mozota, PhD, Brunel University - *Global perspectives on the state of design management research*

Professor Rachel Cooper, PhD, University of Lancaster - *The role of design thinking in innovation and design management; how the conference will run*

10:00 - 10:30 Break

10:30 - 12:00 Parallel Sessions

Track 1 - PA108 <i>How designers think: The role of design thinking in society</i>	Track 2 - PA109 <i>Design thinking and change: Innovation and design in service industries</i>	Track 3 - PA113 <i>Design thinking and the postmodern organization</i>	Track 4 - PA104 <i>Design Thinking and innovation models</i>
The Professionalization of Product Design: Reflections on the Finnish Case <i>Anna Valtonen, University of Art and Design Helsinki, and Antti Ainamo, IASM, University of Turku</i>	A Strategic Framework for entrepreneurial SME's to improve services and build design and innovation capabilities <i>Paul Geraghty</i>	What innovation teams can learn from behavioral economics <i>Alan Van Pelt, Jump Associates</i>	The Challenge Workshop – a designer-friendly, cross-disciplinary knowledge transfer mechanism to promote innovative thinking in different contexts <i>Julia Cassim, Royal College of Art Helen Hamlyn Centre</i>
New Kids on the Block: What are the effective methods for managing new talents in the 21st century? <i>Sunmee Kim, Motorola</i>	Myths of Service Innovation <i>Lauren Pollak, Jump Associates LLC</i>	Design Thinking as Knowledge Work: Epistemological Foundations and Practical Implications <i>Anna Rylander, Business & Design LAB/Gothenburg Research Institute</i>	Designing an Art & Design Abilities Matching Model based on the Theory of Multiple Intelligences (MI) <i>James Ping-Yong Lee, LaSalle College of the Arts</i>
Design Thinking and Design Innovation Scotland <i>Stuart MacDonald, Gray's School of Art, The Robert Gordon University</i>	Not another logo! Designing identity systems that drive change within institutional culture: A case study in participatory design. <i>Trevor Streader, Museum Victoria, and Denise Whitehouse, National Institute of Design, Swinburne University</i>	An investigation into how small, medium sized enterprises in Mexico value and utilise design within organisational activity <i>Beatriz Itzel Cruz Megchun, Staffordshire University; Julio Frias Peña, National Autonomous University of México / Monterrey Institute of Technology; and David J. Hands, Staffordshire University; Faculty of Arts, Media and Design</i>	Design for management: new ways for decision making <i>Cabirio Cautela and Francesco Zurlo, INDACO Department, Politecnico di Milano Design Faculty</i>
Thinking “narratively”: the role of narrative in design thinking <i>Eun-kyong Baek, De Montfort University</i>	Creating value through design in service industry: The Prisma model <i>Rita de Castro Engler and Lia Krucken, UEMG – Universidade do Estado de Minas Gerais</i>	Approaching different design choices in the process of branding products <i>Monika Hestad, Institute of Industrial Design, Oslo School of Architecture and Design</i>	Design Thinking at the Heart of a Business University: An Experimental Program <i>José Manuel dos Santos, Tryangle, Kyril Lakishyk, Catholic University of Portugal</i>

Monday 14 April (Continued)

12:00 - 13:30 Lunch - Atrium

13:30 - 15:00 Parallel Sessions

Track 1 - PA108	Track 2 - PA109	Track 3 - PA113	Track 4 - PA104
Emotional and Rational Aspects of Design Thinking <i>Michael Gugg, Salzburg University of Applied Sciences, DEsign REsearch SAIzburg DE RE SA at Design, and Productmanagement</i>	Towards an understanding of the challenges for design management and service design <i>Stefan Holmlid, Human-centered systems, IDA, Linköpings universitet</i>	Design Thinking in the Postmodern Organization <i>Gursel Ilipinar, ESADE Business School, Spain; Jordi Montaña, ESADE Business School, Spain; JC Spender, Lund University, Sweden; and Duane Truex, Georgia State University, USA</i>	Towards a predictive model of organisational potential for applying design <i>Kathryn Burns and Jack Ingram, Birmingham Institute of Art and Design, Birmingham City University</i>
"Designing with users, how?" Investigate users involvement tactics for effective inclusive design processes <i>Yanki Lee, Jo-Anne Bichard, and Roger Coleman, Royal College of Art Helen Hamlyn Centre</i>	Can Toilet Paper be Black? The Portuguese Renova Case Study <i>Carlos Oliveira Santos, Faculty of Architecture, Technical University of Lisbon</i>	A Complex Organisation: Discovering design <i>Nina Terrey, University of Canberra</i>	Design Methodology as a Foundation for Improved Innovation Capability <i>Marcus Jahnke, Business & Design Lab, Gothenburg University</i>
Towards A Better Paradigmatic Partnership Between Design and Management <i>Ulla Johansson, Business & Design Lab, Göthenburg Research Institute, Göteborg University; and Jill Woodilla, John F. Welch College of Business, Sacred Heart University</i>	Understanding the Role of Color in Workplace Design <i>Anat Lechner, Stern School of Business, New York University; Leslie Harrington, Coloroot LLC; and Paul R. Haft, Coloroot LLC</i>	Toward a Brazilian scale to measure performance by design management: Two case studies <i>Fabiane Wolff, UniRitter, and Fernando Gonçalves Amara, Escola de Engenharia - UFRGS</i>	The Concept of 'Brand' in Business Value Creation <i>Caroline A A Meads, Holcim Group Support Ltd., and Pradeep Sharma, University of Glamorgan</i>
From Waste to New Design - Exploring UK Design Companies with Environmental Commitment <i>Raija Siikamäki, Arabia Iittala Group, and Nina Seppälä, UCL University College London</i>	Service Blueprinting: When customer satisfaction numbers are not enough <i>Susan L. Spragen, IBM Watson Research, and Carrie Chan, School of Design, Carnegie Mellon University</i>	Sustaining the Competitive Edge of Design Innovations: Strategies for Protecting the Fruits of Design Thinking in Postmodern Organizations <i>Joshua Louis Cohen, RatnerPrestia</i>	The Governance of Design Alliances In 'Embedded' Settings: Evidence from the Italian Design-Intensive Furnishings Industry <i>Antonio Capaldo, S.E.GEST.A. Department of Management, Catholic University of the Sacred Heart</i>

Monday 14 April (Continued)

15:00 - 15:30 Break

15:30 - 17:00 Parallel Sessions

Track 1 - PA108	Track 2 - PA109	Track 3 - PA113	Track 4 - PA104
<p>The Welcoming Workplace: Meeting the challenges of office design for older knowledge workers <i>Jo-Anne Bichard and Jeremy Myerson, RCA Helen Hamlyn Centre</i></p>	<p>Russia: Design in Business Development - From Industrial Economy to Postmodern Organization <i>Maria Stashenko, British Higher School of Art and Design</i></p>	<p>Ways of promoting design management in business education to increase creativity in business practice <i>Noemi Sadowska, Regents Business School London, and Janet Hull, Regents Business School London / Institute of Practitioners in Advertising (IPA)</i></p>	<p>The Holy Grail of Design Measurement: To measure Design, don't build just another measurement system <i>Deborah Mrazek, Hewlett-Packard; Sam Lucente, Hewlett-Packard; Steve Sato, Hewlett-Packard; Adam Menter, Jump Associates, LLC; Conrad Wai Jump Associates, LLC; Katherine Wakid, Jump Associates, LLC; Philip Hartley, Jump Associates, LLC</i></p>
<p>Sustainable Design – An Experience at Jequitinhonha Valley <i>Rita de Castro Engler and Lia Krucken, UEMG – Universidade do Estado de Minas Gerais</i></p>	<p>Designing and design thinking in strategy concepts: Frameworks towards an intervention tool <i>John Stevens, Institute for Manufacturing, University of Cambridge; James Moultrie, Institute for Manufacturing, University of Cambridge; and Nathan Crilly, Engineering Design Centre, University of Cambridge</i></p>	<p>When an Ex-Agency Creative Becomes A Banker <i>Grace K. Lau, Hong Kong Designers Association</i></p>	<p>BID: Case Study of a Design Innovation Network Model in Thailand <i>Chokeanand Bussracumpakorn, King Mongkut's University of Technology Thonburi</i></p>
<p>The Influence of Logo Exposure in Purchasing Counterfeit Luxury Goods - Focusing on Consumer Value <i>Jung-Min Han, Hyeon-Jeong Suk, and Kyung-Won Chung, Department of Industrial Design, Korea Advanced Institute of Science and Technology</i></p>		<p>Reflections on the Responsibilities of Design Thinking in the New Economy <i>Jeffrey Chan, University of California</i></p>	<p>Emergence and knowledge in Design Management <i>Anthony Kent and Dominic Stone, The School of Creative Enterprise, London College of Communication, University of the Arts London</i></p>
<p>Marketing and Design Management in Design Education: A Brazilian Research <i>Fabiane Wolff and Andrea Capra Galina, UniRitter</i></p>		<p>Competing with Global Players <i>Suzan Boztepe, Middle East Technical University, Department of Industrial Design</i></p>	<p>A Case Study: Implementing a Design Process among Non-designers <i>Aarni Moisala, Pori University Consortium, Turku School of Economics, and Tarja Toikka, Pori University Consortium, University of Art and Design in Helsinki</i></p>

17:30 - 18:30 Reception - Atrium

Tuesday 15 April

9:00 - 10:30 Roundtable Discussion - PA104

Design thinking about design research: Trends, directions, collaboration and next steps for design researchers

Thomas Lockwood, PhD, Design Management Institute (Moderator)

Sabine Junginger, PhD, Lancaster Institute for Contemporary Arts (LICA)

Professor Rachel Cooper, PhD, Lancaster University

Professor Herve Mathé, PhD, ESSEC Business School

Professor Brigitte Borja de Mozota, PhD, Brunel University

Professor Gabriella Lajocono, PhD, SDA Bocconi School of Management

10:30 - 11:00 Break

11:00 - 12:05 Parallel Sessions

Track 1 - PA108	Track 2/4 - PA109	Track 3 - PA113	Track 4 - PA104
Assessing the importance graphic designers place on learning about social contexts related to consumer cultures <i>Stan Mauger, Whitecliffe College of Arts & Design</i>	Teaching Branded New Product Development <i>Jan Buijs and Erik Roscam Abbing, Department of Product Innovation Management, Faculty of Industrial Design Engineering (IDE), Delft University of Technology</i>	Designing Employee Experience: Design of Emotional Experiences as a Source for Strategic Competitive Advantage <i>Lisa Cox and John Boulton, Brunel University</i>	The undergraduate entrepreneur. Engaging and enthusing design students about studying design management. <i>Selena Joy Griffith, College of Fine Arts, University of New South Wales</i>
Workplace Design Strategy: An Alternative View <i>Eric M. Olson, College of Business, University of Colorado at Colorado Springs</i>	Product Design Education and 'The Man in the White Suit' <i>Alison Prendiville and Paul Ligherness, Product Design, University of East London</i>	Catalysing Organisational Innovation through Designer Mind: Exploring the fundamental issues of 'Design Thinking' and its successful implementation for organisational success <i>Bhavnish R. Chohan, Brunel University</i>	Design Research as Strategic Asset <i>Graham Marshall, Innovation & Design Group, Enterprise Mobility Business (EMb), Motorola</i>
Being part of it – design inside NPD teams <i>Guido Stompff, Jo M.P. Geraedts, and Jacqueline A.H. Jansen, Department of Industrial Design, Océ Technologies B.V.</i>	Analogic Design Experiment: An overview of the use of analogy in design and as a basis for a design team experiment <i>Maureen Carter, Comcast Interactive Media</i>	Academia and industry: managing knowledge transfer to improve patient safety <i>Ed Matthews, Rama Gheerawo, and Jonathan West, Helen Hamlyn Centre Royal College of Art Kensington Gore</i>	Distinctive Design: Embodiment of Culture and Consumer Response <i>Harold Cassab and Yuri Se, The University of Auckland Business School</i>

Tuesday 15 April (Continued)

12:05 - 13:30 Lunch - Atrium

13:30 - 14:35 Parallel Sessions

Track 1 - PA108	Track 4 - PA109	Track 3 - PA113	Track 4 - PA104
A Marriage of Business and Design in a new Master Program <i>Maria Tullberg, Henning Eklund, and Ulla Johansson, Business & Design LAB/Gothenburg Research Institute</i>	Do offerings meet expectations? Educating T-shaped professionals in strategic design management <i>Tony-Matti Karjalainen and Markku Salimäki, International Design Business Management Program (IDBM), Helsinki School of Economics</i>	Perspectives on design leadership and design thinking in the service industry <i>Judith Gloppen, Oslo School of Architecture and Design</i>	A Project management model for co-op project between academy and industry <i>Yeong-mog Park, Korean Design Research Institute; Seung Yoon Lee, Korean Design Research Institute; Mi Young Kim, Seoul National University</i>
Design as a Symbolic Enactment in the Real Life of Innovation Projects <i>Elizabeth Damour, Act and Be Consultancy</i>	Personalities of Design Thinking <i>Emily Callaghan, Arizona State University</i>	Breaking the Frame: From Styling to Strategy <i>John Heskett and Xihui Liu, School of Design, Hong Kong Polytechnic University</i>	Design funding in firms: a conceptual model of the role of design in industry <i>James Moultrie, University of Cambridge; Finbarr Livesey, University of Cambridge; Cecilia Malvido, University of Cambridge; Ahmad Beltagui, Nottingham University Business School; Professor Kul Pawar, Nottingham University Business School; Johann Riedel, Nottingham University Business School</i>
Strategic Design and Innovation - Rules of the game, pathways to success <i>Antti Ainamo, IASM, University of Turku</i>	Patterns of Interaction: A study of the relations between designers, engineers, marketers and top management in four companies <i>Ulla Johansson, Business & Design Lab, Gothenburg Research Institute, Göteborg University; and Lisbeth Svengren Holm, Stockholm School of Business, Stockholm University / Swedish Industrial Design Foundation</i>	Designers and managers facing consum-authors: the rise of a self-governing design? <i>Lucia Chrometzka, Future Concept Lab</i>	Logics at play in everyday organizational situations involving design <i>Patrik Persson, School of Management and Economics, Växjö University</i>

Tuesday 15 April (Continued)

14:35 - 15:00 Break

15:00 - 15:45 Parallel Sessions

Track 1 - PA108	Track 4 - PA109	Track 3 - PA113	Track 4 - PA104
<p>Behaviours Design: The Design focus transition from products to experiences <i>Loredana Di Lucchio, Sapienza Università di Roma, Section Arts, Design and New Technologies</i></p>	<p>Brand Driven Innovation. A practical approach to fulfil brand promise through product innovation. <i>Erik Roscam Abbing and Christa van Gessel, Zilver brand driven innovation</i></p>	<p>DESIGN POWER. Design cognitariat at work in the organization of the knowledge capital <i>Lorenzo Imbesi, ITACA Dept., Sect. Arts, Design and New Technologies - "Sapienza" University of Rome</i></p>	<p>Innovation in five acts: creating a innovative culture by Design and Balanced Scorecard <i>Claudio Henrique da Silva, Luciana Heitor da Silva / Geni Alvarenga da Silva; Luciana Franzoi, Arlindo José Franzoi / Maria Goreti Ghislandi Franzoi; and Eugenio Andrés Díaz Merino</i></p>
<p>Designing with Developing Economies: Exploring New Horizons <i>Nicholas Hall, Imagination@Lancaster, and John Chisholm, Design Positive (UK) Ltd.</i></p>	<p>Design Co-Entrepreneurship; Deploying the Interface between Design and Entrepreneurship for Nurturing Innovation in SMEs <i>Nejdeh Hovanessian, Brunel University</i></p>	<p>Buchanan's design thinking matrix: implications for SMME's <i>Ria (HM) van Zyl, University of Pretoria</i></p>	<p>Hail to the auteur? Why 'aesthetic management' cannot save Design Management <i>Karl Palmås and Otto von Busch, Business & Design Lab, The School of Business, Economics & Law, Göteborg University</i></p>

15:45 - 16:30 Conference wrap up - PA104

Professor Herve Mathé, PhD, ESSEC Business School

Professor Rachel Cooper, PhD, Lancaster University

Thomas Lockwood, PhD, Design Management Institute