

# **Chokeanand BUSSRACUMPAKORN**

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**MOTTO:            LEARNING + THINKING + DOING = INNOVATION**

## **SPECIALISM:**

I have looked at the area of design/innovation management. In particular, Organisation Networks for Design Innovation, Design-led Organisation, Design Innovation Management, New Product Development and Innovative Design are my main interest as the following aspects:

- Key factors in managing collaborative, multi-disciplinary organisation networks for design innovation
- Management guidelines for design as the following groups: designer-makers, design entrepreneurs, design consultancies and design-led organisations
- Policy, strategy and process of design and innovation
- Design and innovation organisation behaviour audit in the following issues: process, communication, organisational structure, culture and working environment.
- Innovative design planning and envisioning by the consideration of three key aspects: design, business strategy and product development possibilities

## **INTERNATIONAL ACADEMIC EXPERIENCE:**

1. The First Poster Presentation, *Designing a networking prototype to generate innovative product concepts*. At 5<sup>th</sup> Asian Design Conference, International Symposium on Design Science, 11-13 October 2001, Seoul National University, Seoul South Korea.
2. The first published conference paper, *Links with other organisations in sustaining innovative products*. At Proceedings of The European Academy of Management 2<sup>nd</sup> Annual Conference on Innovative Research in Management, EURAM, 9-11 May 2002, Stockholm Sweden 2002
3. The second published conference paper, *The study of the UK SMEs employing external organisations to support innovative products*. At Design Research Society International Conference 2002, Common Ground, 5-7 September 2002, Brunel University, London UK.
4. A Design+Language Discussion and Presentation, *Some Ideas regarding Networks of Innovation*. At Design Futures, Goldsmiths College 2005, 18 March 2005, New Cross, London UK.

## **RESEARCH INTERESTS:**

May 00 – Jan 06    Department of Design, Goldsmiths College, University of London, UK

'Design Innovation Networks: Critical Factors that can Contribute to Successful Collaborative Development of Innovative Products'

Sep. 99 – Feb. 00 Department of Design Management, BIAD, UCE in Birmingham, UK  
'An Innovation Framework for Ideas, Products and Organisation'

#### EDUCATION:

May 00 – Jan 06 Department of Design, Goldsmiths College, University of London, UK  
PhD in Design

Sep 99 – Feb. 00 Department of Design Management, BIAD, UCE, UK  
MA in Design Management

Sep 98 – Feb. 99 Department of Design Management, BIAD, UCE, UK  
PgDip in Design Management with Distinction

May. 91 – Mar. 96 Industrial Design, KMILT, THAILAND  
B. Arch in Industrial Design

#### WORK EXPERIENCE:

Jun 07 – Current Chair of Graduate Program in a new Graduate Program of Design and Planning, School of Architecture + Design, King Mongkut's University of Technology Thonburi, Bangkok, Thailand.

Jan 06 – Jun 07 Lecturer and Researcher in Master Programme of User-Centred Design in the Department of Industrial Design, School of Architecture + Design, King Mongkut's University of Technology Thonburi, Bangkok, Thailand.

Feb 06 – Apr 06 Director of the Bidding Innovation and Design Forum

Apr. 05 – Sep. 05 A main part of the Organiser Team of Young Thai Fashion Designers Contest 2005, UK

Jun. 97 – Sep. 98 Assistant Lecturer, KMUTT, Thailand

Nov. 96 – Jun. 97 Industrial Designer, Siam Cement Plc, Thailand

Jun. 96 – Nov. 96 Package Designer, Siam Mercantile Agency, Thailand

#### HONOURS:

-Received the Anglo-Thai Society Awards Educational of Excellence in Arts & Humanities 2005 in London, UK

-Awarded from the Thai Royal Government Scholarship 1999 – 2005

-Awarded from the British Council Scholarship in Thailand 1998 – 1999