

CALL FOR PAPERS

International Conference on 'Best of Class: Balance of Theory and Practice in Design Management'

Organized by
KIDP (Korea Institute of Design Promotion)

in Collaboration with
DMI (Design Management Institute)

Songdo Conventia Premier Ballroom
December 4, 2009, Incheon, Korea

KIDP, in collaboration with DMI, will hold an international conference on 'Best of Class: Balance of Theory and Practice in Design Management', in Incheon. Keynote speakers in the conference include Dr. Thomas Lockwood, President of Design Management Institute and Professor Rachel Cooper, Lancaster University and Professor Kyung-won Chung, Korea Advanced Institute of Science and Technology.

This Conference will be a forum for the exchanges of ideas and best practices in design management among academics and practitioners from across the world. Proceedings of the conference will help participants better understand ways to manage the design management and innovation process in the global and digital era.

We are now seeking submissions of a range of papers within the overarching theme of globalization of design and design management, including those focused on theory-building and empirical research as well as case studies. Interested individuals from academia, businesses, government agencies, or other parties are all invited to contribute to this conference. The program will comprise keynote presentations, panel discussions with key opinion-formers in the field, full paper presentations, and poster sessions of less developed and work in progress papers.

Best papers of the conference, subject to meeting the necessary editorial standards, will be published in a special issue of DMI academic journal.

PROGRAM CHAIR

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President & CEO, Korea Institute of Design Promotion

Dr. Thomas Lockwood

President, Design Management Institute

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FURTHER DETAILS

Further details of the conference including [registration](#), [schedule](#), and [hotel information](#) are available on the DMI Web site [<http://www.dmi.org>], and KIDP Web site [<http://www.designkorea.or.kr>]

PROGRAM TRACKS

Sessions will include papers and poster presentations in three tracks. These tracks are intended to be a guide, and proposals will be considered if they do not fit precisely into these categories but are relevant to the conference theme.

A. BUSINESS GROWTH AND DESIGN MANAGEMENT

- The role of design management for innovation
- Brand and design management in industries
- Design thinking and design management
- Business Performance and design management
- Organization and design management (Managing the design function)
- Corporate strategy and design management
- Managing financial issues for design professionals
- Managing design resources
- Managing design processes

B. 'GREEN GROWTH' AND DESIGN MANAGEMENT

- The role of design management for the sustainable world
- Sustainable design and green industry
- Consumer and sustainable design
- The business cases for going sustainability
- Case studies on sustainable design
- Emerging energy technology and design

C. PUBLIC GROWTH AND DESIGN MANAGEMENT

- The role of design management in the public service
- Performance of brand & design management in public sector
- Design management in non-profit sector
- Design management and city development
- Case studies on public design management
- Issues in national & regional design promotion

PROPOSAL SUBMISSIONS

Submission Guidelines

You may make a submission for either a full paper or a poster session. All proposals for full papers will be reviewed by at least two reviewers. Poster proposals will not be subject to full review. Submissions for full papers that reviewers consider are not of a sufficient standard may be invited to make a poster presentation instead.

The **online submission** will be available from early August at the official website www.designkorea.or.kr. In the meantime, you may also **email** the submission form and an extended summary (or a full paper, if ready) to the Secretariat at sujinism@kidp.or.kr by **August 31st, 2009**.

The submission form should contain a brief summary (max 500 words) of the primary topics/ themes of your paper, and the track from the three listed above for which you wish your paper to be considered. Please provide also an extended summary of your paper or a proposal. This proposal should be a minimum of 5 pages for a paper session and 3 pages for a poster presentation, including figures and tables.

To preserve anonymity, author names should be identified on the **Submission Form ONLY, and not in the body of the paper or an extended summary**. Authors should be referred to in the text or notes in the third person only.

Papers must be previously unpublished and original.

Acceptance for presentation in the Conference will be confirmed by **October 15, 2009**.

Final version should be emailed to **Conference Secretary** by **November 15, 2009** for inclusion in the Proceedings. All accepted papers will be included in the Proceedings (CD format).

Best Papers in the conference, subject to meeting the journal editorial standards, will be published in the special issue of the DMI Academic Journal.

[Scientific Committee Chairs]

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Full Paper/Poster Submission Form

International Conference on 'Best of Class: Balance of Theory and Practice in Design Management'

due by 31st August, 2009

1. Title of paper/poster

2. Which track(s) do you wish your paper/poster to be considered for?

3. Contact details of all authors (names, affiliation, address, telephone number and e-mail address)

1st Author :

2nd Author :

3rd Author :

4. Corresponding author's address

City:

State:

Zip / post Code:

Country:

5. Telephone Number

Fax Number

6. E-mail

7. Presenter's name and title (if different from above)

Lead Author/Corresponding Author's signature:

Date:
