



Design Management: Towards a New Era of Innovation 设计管理—创领未来

2011 Tsinghua-DMI International Design Management Symposium, Hong Kong
2011 清华—DMI 国际设计管理大会·香港

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Paper Session 学术分论坛

Day 2 (4 Dec 2011) 第二天 (2011年12月4日)

Room N104 室

Moderator: **Tore Kristensen**

Special Presentation

Design Management Education

09:00-09:30 **1.01 Teaching Managerial Innovation as Biologically Evolutionary Epistemology through Research Inspired by Live Role Models from Nature**
Axel Thallemer

Design Management Education

09:30-09:50 **1.02 Multiple Perspectives of Design Thinking in Business Education**
Judy Matthews, Sam Bucolo, Cara Wrigley

09:50-10:10 **1.03 Principles of Design Management Applied to Design Education**
Erica Ribeiro de Andrade, Julio Monteiro Teixeira, Fernanda Steinbruch Araújo, Eugenio Merino, Marcelo Gitirana Gomes Ferreira

10:10-10:30 **1.04 The Future of Design Management Education Lies in Work-Based Learning**
Caroline Norman and Robert Jerrard

Market Research and User Studies

10:30-10:50 **1.05 A Conceptual Model to Link Deep Customer Insights to Both Growth Opportunities and Organizational Strategy in SME's as Part of a Design Led Transformation Journey**
Sam Bucolo, Judy Matthews

Moderator: **Robert Bau**

Market Research and User Studies

10:50-11:10 **1.06 An Ethnographic Approach Towards Understanding the Food Shopping Experience of the Elderly Consumer**
Yuanyuan Yin, Eujin Pei

11:10-11:30 **1.07 The Role of Empathic Design in Developing New User Centred Tools and Methods for Chinese Product Design**
Xin Liu, Simon Bolton

- 11:30-11:50 **1.08 The Management of User Data in the Design Process**
Jiangjun Zhang, Fangye Xu, Hua Dong, Zixiao Hong, Chao Wu, Jianli Wang, Bingbing Li
- 11:50-12:10 **1.09 Understanding of the Consumer Markets in China: Small Children's Emotional Responses to Entertainment Interface**
Jia Zheng, Anna Jokela, Jia Li, Junying Sun, Zhengzheng Wang, Hua Dong, Fa Bian
- 12:10-12:30 **1.10 Unlocking Hidden Innovation through User-Centred Design Research: A Framework for Managing Uncertainty**
Simon Bolton, Curie Park
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Moderator: **Anthony K.C. Ip** 叶钜志

Special Presentation

Design Management, Strategy and Innovation

- 13:40-14:10 **1.11 How Design Can Create Value by Integrating Product and Markets**
Tore Kristensen, Gorm Gabrielsen

Service Design and Business Model

- 14:10-14:30 **1.12 A Conversational Approach to Service Design: A Case Study of How IKEA Can Join in the Conversation with Consumers and Explore Building Influential Creative and Collaborative Design Environments**
Emily Winning, Yuanyuan Yin
- 14:30-14:50 **1.13 Designer=Enterprise A New Policy for the Next Generation of Italian Designers**
Venanzio Arquilla, Massimo Bianchini, Stefano Maffei
- 14:50-15:10 **1.14 Design Management: Guiding the Design Process**
J. W. Hoftijzer
- 15:10-15:30 **1.15 Design Management: Management Levels and Project Development Relations**
Julio Monteiro Teixeira, Rodrigo Petry Schoenardie, Eugenio Andres Diaz Merino
- 15:50-16:10 **1.16 Dimension of Social Innovation as New Perspective for Practice of Design Management**
Fang Xu
- 16:10-16:30 **1.17 Internal Communication between Design and Construction in the Built Environment**
Xiaofan Yu, Youngok Choi
- 16:30-16:50 **1.18 Management Styles of Design Companies in Shanghai**
Sicheng Wang, Wenqi Yang, Yingyin Zhou, Li Wang, Hua Dong

Market Research and User Studies

- 16:50-17:10 **1.19 Inclusive Design Research: An Initiative in China**
Hua Dong, Jan Stael von Holstein

Design Management Education

- 17:10-17:30 **1.20 在设计教学中融入管理的思想 ——在艺术设计本科教学中渗透设计管理理念的课程改革初探**
范希嘉

Design Management, Strategy and Innovation

- 17:30-17:50 **1.21 设计创新创业模式**
杨宝华
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