



## **SIG 06 - INNO - Innovation**

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

### **ST06\_09 - Rethinking the Design Paradigm in Management: Theories, Activities and Organisations**

#### **Proponents:**

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#### **Short description:**

Design issues are addressed in many fields, e.g. R&D management, engineering design and industrial design, organisation theory, but these research areas are often poorly connected. The aim of this track is to build an interdisciplinary research platform to link design issues, management, R&D management, organisational theories, and organisational behaviours. This interdisciplinary view could transform a fragmented debate into a fruitful diversity. Some key topics include (but not limited to): design as a model of thought, design & creative processes, design professions & leadership, team working & design, studies in design-related industries, research methodology in these fields (including action/collaborative/intervention research orientations).

#### **Long description:**

In the field of management, there is a growing interest for “design” issues. Areas of research like new product development, creativity and innovation, and R&D Management are very active. “Design management” focuses on design and refers to a process that can be managed. Concurrently, “design” referring to a specific profession has its own research communities where theoretical work is developed on specific design activities. In engineering design research, formal design theories are developed with a high level of universality. New currents of research advocate “design” as a specific type of activity, as a mode of thinking, or as a paradigm, that should help rethink some research aspects in other fields, e.g. strategy or leadership.

There is a clear need for more connections between these areas. The aim of this track is to build a platform of research that transforms this fragmentation into a fruitful diversity. The track welcomes submissions related to these topics:



Design in the context of management literature: history, literature reviews, new perspectives, future research directions

Management and organisation studies on design-related and creative professions which are historically built through different traditions, e.g. architecture and engineering

Design as a model of thought, a model of experience or engagement which is independent of any standard profession and can be discussed on universal grounds

Innovative design for product/service and its management: knowledge dynamics and managing the unknown to support design of the product and organisation coherence, e.g. use of prototypes to drive organisation change, management tools of innovative design generating a new organisation

Management innovation as a design process, including the perspectives of management as designing and R&D in management

Creative processes, activities and platforms, such as open innovation, user communities, spaces in-between, creative spaces, collective creativity

The human side of innovation and creativity, exploring behaviours and social dynamics related to design, creativity and innovation, e.g. team working, leadership

Creativity as a practice: understanding creativity as a practiced social process, which is accomplished through ongoing actions, enabled and constrained by organisation design

Research methodology issues that are specific to the study of design professions, design activities, creative processes, e.g. including experimental research, action research, collaborative research, intervention research

Other disciplinary and interdisciplinary topics related to design, management, organisations, creative activities and behaviours are welcome. Since EURAM 2014, this track continues to host lively discussions in the interface between these different fields.

### **Keywords:**

Design paradigm  
Innovation  
Creativity  
Organisation  
Behaviours  
Interventions

### **Publication Outlet:**

### **For more information contact:**



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### **AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2019/author-s-guidelines.html>