



清华国际设计管理大会  
TSINGHUA-DMI INTERNATIONAL  
DESIGN MANAGEMENT SYMPOSIUM  
HONGKONG 2011



Design Management Institute

Track\_Suggestion\_20110505

## 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

3-5 December 2011 (Saturday-Monday) / Hong Kong Convention and Exhibition Centre

2011 年 12 月 3-5 日(星期六-星期一) / 香港会议展览中心

[www.tsinghua-dmi.hk](http://www.tsinghua-dmi.hk)

## Track Suggestion

### 分主题建议

	Track 分主题	Key Word / Description 关键词 / 说明
<b>Design Management, Strategy &amp; Innovation</b> 设计管理、策略与创新	Design Policy on the State and Regional Levels 国家与地区的设计发展政策	Design Competence, Design Industry, Creative Industry, Job Creation, Design Development Policy 设计能力, 设计产业, 创意产业, 创造就业, 设计发展政策
	Design Management for SMEs in Different Economic Systems 在不同经济体系中的中小型企业设计管理	How design management can induce SME's competence. 中、小型企业如何利用设计管理提升竞争优势.
	Design Innovation Strategy & Design Entrepreneurship 设计创新策略与设计创业精神	Design Innovation, Design Strategy, Design Entrepreneurship, Design-Thinking, Design Business 设计创新, 设计策略, 设计创业精神, 设计思考,

		设计产业
	Design Management for the Top and Middle Management 设计管理—企业高、中层管理者的策略管理	Strategic Business Design, Business Design Tactic, Design Management Implementation 策略性业务设计, 业务设计战术, 设计管理实施
	Design Leadership & Management of Creativity 设计领导力与企业创造力的管理	Design leadership, Design Capability, Management of Creativity, Innovation Management 设计领导力, 设计创造力, 创造力管理, 创新管理
	Design Ethics 设计的社会责任与守则	Design Ethics Management, Social Responsibility of Design, Responsibility of Design Manager 设计操守管理, 设计的社会责任, 设计经理的责任
	Cross Disciplinary Design Project Management 跨专业设计项目管理	Cross Disciplinary Design, Design Project Management, Multidisciplinary Design Team Management 跨领域设计, 设计项目管理, 跨专业设计团队管理
	Glocalization & Design Management 在全球化与本土化语境下的设计管理	Design for Globalization, Design for Localization, Multi-cultural Design Team Management, Performance Measure 全球化设计, 本土化设计, 多元文化国际设计团队管理, 成效考量
	Design-thinking for Corporate Management 整合运作与管理创新	Change Management, Knowledge Management, Creative Leadership, Design Management Convergence 企业变革管理, 知识管理, 创新领导力, 设计管理融合
	Design Resources Management 设计资源管理	Design Organization, Design Talent, Design Service, Design HR 设计组织, 设计人才, 设计服务, 设计人力资源管理
<b>User Studies &amp; Market Research</b>  用户与市场调研	Design Innovation for Customer's Needs and Wants within Web-Enabled Context 针对 Web 2.0 时代用户需求的设计创新	Customer Relationship Management, Electronic Communication, System Administration, Website Design 客户服务管理, 电子通讯, 网络系统管理, 网页设计
	Can User Centric Design Leads to Innovation & Business Success?	Emerging Market, Niche Design, Market Segmentation, User Behavior, Culture of Consumer, Utility & Consumer Satisfaction

	「以人为本」设计创新是否能让企业成功	新兴市场, 利基设计, 市场多元化发展, 消费者模式, 市场文化, 消费者满意度
	Understanding of the consumers in China. 对于中国消费者的了解	User Studies & Market Research in the Emerging & Maturing Markets in China 针对中国新兴及成熟发展市场的用户调查与市场研究
<b>Service Design &amp; Business Model</b>  服务设计与商业模式	Service Design: Theories, Methodologies and Practices for the Next Era 服务设计—面向下一个时代的理论、方法与实践	Theoretical Research & Methodologies in Service Design, Service Design in Practice & Case Study 服务设计理论、方法、实践与案例研究
	Emerging Demand & Market Transformation, Service Innovation and Business Model 新兴需求、产业转型与服务创新和商业模式	Opportunities & Challenges of Design for Maturing Market, Transformation of Business for Emerging Demand 设计在市场发展中的机会与挑战, 企业在新市场中的转变
	IOT (Internet of Things) & Communication & Intelligent Technology Enabled Design & Business Innovation 基于物联网、互联网与信息科技的设计创新与商业创新	E-commerce, User Interaction Design, Business-to-Business (B2B), Business-to-Consumer (B2C), Business Process Design 电子商贸, 用户互动设计, B2B, B2C, 商业流程设计
	Design for Public Service & Non-Profit-making Organization: New Paradigms of Design Management 公共服务与非营利组织—服务设计与管理的范式	Not-for-Profit Organizations (NPOs), Non-Governmental Organizations (NGOs), Social Enterprises, Social Innovation 非营利组织, 非政府组织, 社会服务机构, 社会创新
<b>Design &amp; Brand Innovation</b>  设计与品牌创新	Design for Sustainable Development of Business 设计与商业可持续发展	Business Development, Sustainable Design, Sustaining Innovation, Product Lifecycle, Design Evolution, Product Management, Design Change 商业发展, 持续设计, 持续创新, 产品生命周期, 设计演变, 产品管理, 设计改变
	Culture, Corporate Identity & Brand 文化、企业形象与品牌	Cultural Difference, Design for Global Market, Cultural Innovation, Design for Localization, Design Communication, Design Language, Design Differentiation 文化差异, 针对全球市场进行设计, 文化创新, 本土化设计, 设计语言, 产品识别, 差异化设计

	<p>Brand Building by Design: Competence of Design Management 以设计打造企业品牌—设计 管理竞争力</p>	<p>Brand Building, Brand strategy, Brand Management, Brand Competence 品牌建立, 品牌策略, 品牌管理, 品牌优势</p>
<p><b>Design Management Education</b>  设计管理教育</p>	<p>Design Management in Higher Education 高等教育的设计管理课程</p>	<p>Research in Design Management Education, Teaching Course Design &amp; Result of Learning 设计管理教育研究, 课程设计与教学成绩</p>
	<p>Terminology in Design Management 设计管理的各种术语</p>	<p>Logic, Rhetoric, Epistemology, Narrative, Aesthetics, Thinking &amp; Doings in Design Management 设计管理的概念: 逻辑学, 修辞学, 认识论, 叙 事, 美学, 思想与行为</p>