



Call\_for\_Paper\_20110512

## **Design Management: Towards a New Era of Innovation**

**2011 Tsinghua-DMI International Design Management Symposium, Hong Kong**

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

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

### **Call for Paper**

You are cordially invited to submit your quality research outcomes to the “**2011 Tsinghua-DMI International Design Management Symposium, Hong Kong**”, which will be held on 3-5 December 2011 in Hong Kong SAR, China.

In a summit view, Design Management is the convergence of knowledge of design and management. Today, Design Management covers not just the practicality of design or the design process, but also business strategy and innovation. Design Management is the actual practice of design-thinking in business.

Over the last three decades, China has experienced the transformation from planned economy to free market economy, after which, the consecutive rapid growth of market. Today, China plays an influential role in the global economy, in the development of international trade. The enormous consumer market of China not only demands for the local productions, but also craves for the imported goods and services of all kinds from overseas. Along with the government's advocacy of “Self-initiated Innovation”, design is the uprising enterprises' endeavor in transcend from “Made in China” to “Created in China”. Design is affirmed as a driver of business innovation. Hence, the country is enforcing emphasis in the development of Design Management.

The Tsinghua International Design Management Conferences was initiated by the Tsinghua University in 2002. It is an extensive platform for the exchange between international and China design research, government and business industries. The upcoming venue, jointly organized by the Tsinghua University and Design Management Institute (DMI) and in concurrence with the Business of Design Week, BODW 2011 of Hong Kong, will further extend and build a platform for the collaborative development of Design Management across regional, national and international levels.

We earnestly encourage you to participate in this exciting opportunity. Under the theme of **“Design Management: Towards a New Era of Innovation”**, we invite various perspectives and research outcomes that may address the important topics of:

Design Management, Strategy and Innovation  
User Studies and Market Research  
Service Design and Business Model  
Design and Brand Innovation  
Design Management Education

Important dates for paper submission:

17 Jun 2011: Due Date for Extended Abstract  
30 Jun 2011: Acceptance of Abstract  
01 Aug 2011: Due Date for Full Paper  
31 Aug 2011: Due Date for Revised Full Paper

Please submit the Abstract and Full Paper to:

[dms2011@mail.tsinghua.edu.cn](mailto:dms2011@mail.tsinghua.edu.cn)

Contact:

Prof. Liu, Jikun and Ms. Jiang, Hong

[dmr@mail.tsinghua.edu.cn](mailto:dmr@mail.tsinghua.edu.cn)

Tel: +86 010-6279 8872

Fax: +86 010-6279 8872

Prof Cai Jun  
Symposium Chairman  
Director, Design Management Research Laboratory,  
Art & Science Research Center,  
Tsinghua University