



CALL FOR PAPERS

International Conference on Strategic Innovation and Creativity in Brand & Design Management

Co-sponsored by

DMI (Design Management Institute)

DBMS (Design and Brand Management Society)

IPS-BMI (Institute for Industrial Policy Studies- Brand Management Institute)

November 29, 2006, Seoul, Korea

Following the first highly successful conference in Seoul in 2004, The Design Management Institute, the Institute for Industrial Policy Studies-Brand Management Institute, and the Design and Brand Management Society are pleased to announce their second international conference in Seoul dedicated to promoting the importance of design management. Once again three organizations from different nations are joining forces to promote a single mission of *'raising the awareness of the importance of brand and design management within corporations'*.

The Conference on 'Strategic Innovation and Creativity in Design Management' will be a forum for exchanges of ideas and best practices among participants from around the world, and the conference proceedings and results will help participants better understand ways to manage the design management and innovation process.

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

PROGRAM OVERVIEW

This Joint Conference combines three different events, namely the 12th International Forum on Design Management Research & Education (led by DMI), the 2nd Annual Conference (by DBMS) and the 3rd Annual Conference of Brand Management Institute (by IPS).

PROGRAM CO-CHAIRS

Dr. Thomas Lockwood
President, Design Management Institute

Prof. Jong-Seo Park
President, Design and Brand Management Society

Prof. Cheol-Ho Shin
Vice Chairman, The Institute for Industrial Policy Studies

CONFERENCE SECRETARY

Hwa-Jin Lee (email: hjlee@ips.or.kr)
Researcher, IPS
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FURTHER DETAILS

Further details are available on the DMI Web site [<http://www.dmi.org>], DBMS Web site [<http://www.dbms.or.kr>], or IPS Web site [<http://www.ips.or.kr>].

PROGRAM TRACKS

Sessions will include papers and poster presentations in five 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 and to the field of design management, creativity and innovation generally.

A: Design and Brand Management in Different Contexts

- e-business brand and design management
- User interface design and branding
- Brand and design management in virtual organizations
- Brand and design management in retailing
- Brand and design management in the hotel and entertainment industries

B: BRAND AND DESIGN MANAGEMENT AND COMPANY PERFORMANCE

- Brand and design management and shareholder value
- Mass customization and 'luxury for the masses': implications for brand and design management
- Designing intangibles
- Designing sensorial brands
- The role of brand and design management in innovation and new product development
- The economics of aesthetics
- Managing change through corporate identity

C: THE ROLE OF ORGANIZATIONAL STRUCTURE IN BRAND AND DESIGN MANAGEMENT

- Integrating brand and design management within corporations
- The role of independent consultancies in brand and design management
- Designers as entrepreneurs
- Modular architecture and new production systems
- Environmental design and the brand

D: THE BRAND AND DESIGN MANAGEMENT PROCESS

- The brand and design management process
- Brand and design management evaluation systems
- Researching the customer brand experience
- The concept of customer branding

E: INTERNATIONAL ISSUES IN BRAND AND DESIGN MANAGEMENT

- Ethno-design and anthropology in brand and design management
- The design of country brands
- Ethnicity in brand and design management
- Brand and design management in Asia, Europe and America
- The impact of geographical clusters in Asia on design and brand management
- Creating meaningful brands in Asia for international markets

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 members drawn from the Scientific Committee and a panel of experts. 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.

Email **only the abstract of the paper** to **one of the three Scientific Committee Chairs**:

Prof Alison Rieple, Prof. Jai-Beom Kim, Prof. Woon-Bong Na by **July 31st, 2006**.

- Summarize in the abstract the primary topics/ themes of your paper / poster, and the track from the five listed above for which you wish your paper to be considered.
- To preserve anonymity, author names should be identified on the **Submission Form ONLY, and not in the body of the paper**. Authors should be referred to in the text or notes in the third person only.
- Abstracts should be a **maximum of 5 pages for a paper session, 3 pages for a poster presentation**, including charts, graphs, etc.
- Papers must be previously unpublished and original.

Acceptance for presentation in the Conference will be confirmed by **August 15, 2006**.

The full paper should be emailed to **Conference Secretary Lee** by **September 30, 2006** for inclusion in the Proceedings.

All papers accepted and submitted in time will be included in the Proceedings (CD format).

[Scientific Committee Chairs]

Prof. Rieple, Alison (email: a.riple@westminster.ac.uk)

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Professor, Kyung Hee University
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Gihung-Gu, Youngin-si, Kyunggi-do 446-701, Korea

[Scientific Committee Members]

Antti Ainamo	Helsinki School of Business	Finland
José Allouche	Université Paris I	France
Florence Durieux	Université d'Evry	France
Michael Eckersley	Human Centered	USA
Karen Freeze	University of Washington	USA
Takahiro Fujimoto	University of Tokyo	Japan
Gilles Garel	Université Marne la Vallée	France
Jeff Hartley	General Motors Corp	USA
Armand Hatchuel	Ecole des Mines	France
Julie H Hertenstein	Northeastern University	USA
Judith Hollows	Hong Kong Polytechnic University	China
Bill Hollins	University of Westminster	GB
Yang-ho Jeong	Ministry of Commerce, Industry & Energy	Korea
Birgit Jevnaker	Norwegian School of Management	Norway
Cheol-Ho Kim	Seoul School of Integrated Sciences and Technologies	Korea
Ki-Chan Kim	Catholic University	Korea
Sung-Hyun Kwak	Seoul School of Integrated Sciences and Technologies	Korea
Nam-Shik Lee	Junjoo University	Korea
Soon-Jong Lee	Seoul National University	Korea
Sun-in Lee	Korea Institute of Design Promotion	Korea
John Mathews	Macquary University	Australia
Peter McGrory	University of Art and Design Helsinki	Finland
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Ron Newman	University of Sydney	Australia
Chan-su Park	Korea University	Korea
Insuk Park	The Korean National University of Arts	Korea
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Ron Sanchez	Copenhagen Business School	Denmark
Lisbeth Svengren	Stockholm University	Sweden
Il-yun Suh	Seoul School of Integrated Sciences and Technology	Korea
Jean Claude Tarondeau	ESSEC	France
Stephan Thomke	Harvard Business School	USA
Roberto Verganti	Politecnico de Milano	Italy
Robert Veryzer	Rensselaer Polytechnic Institute	USA
Zhongming Wang	Zhejiang University	China
Brigitte Wolf	Koln International School of Design	Germany
Chun-II Park	Kyunghee University	Korea
Young-Ho Han	Sangmyung University	Korea

Abstract Submission Form

International Conference on Strategic Innovation and Creativity in Design Management

Proposals are due 31st July, 2006

The abstract must NOT contain information that could identify the author(s).

Please provide full details of all authors' (names, affiliation, addresses, telephone numbers, fax numbers and e-mail addresses) on a separate front page.

1. Title of paper (Please print or type)

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

3. Contact person's full name and title

4. Contact person'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/Contact person's signature:

Date:
