The increasing importance of innovation in developing and sustaining competitive advantage has led many businesses to incorporate design thinking as a new method of creating value and for solving ill-defined problems. Design thinking is now being applied to a wide range of areas, including product and service innovation, business strategy, organizational change, healthcare, community services and social innovation. This provides an opportunity to further explore not only the methods and principles associated with design thinking, but the questions, challenges, and insights that arise through application in these diverse domains. This mini track is intended to bring together researchers and practitioners involved in design thinking.

Suggested topics include but are not limited to:

- Design thinking and health service innovation
- Design thinking and intrepreneurial management
- Design thinking and social networks
- Teaching design thinking and creativity
- Integrating design thinking into strategic management
- Design thinking and consultancy
- Cognitive process in design thinking practice such as bounded rationality
- Design thinking and sustainable business model development
- Design thinking and eco entrepreneurship
- Design thinking education and case studies
- Design thinking and working in teams

Christy Suciu has had a strong interest in design thinking processes with her design thinking-related publications in journals such as Academy of Management Learning & Education and International Journal of Management Education along with numerous presentations at various international innovation conferences. She has served as a design thinking consultant for major global companies and teaches design thinking in both the MBA and undergraduate curriculum at Boise State University.

Dr Peter McLuskie is a Senior Lecturer at Coventry University. He is an experienced enterprise educator and business consultant and has written and presented widely on enterprise education and Design Thinking. His recent chapter on Design Thinking and Enterprise Education is due to be published by Springer in 2020. He is a fellow of the International Enterprise Educators Programme (IEEP) and a Fellow of the Higher Education Academy (HEA) and is a regular reviewer for business and management journals.

Submission details
In the first instance a 300 word abstract is required, to be received by 26 February 2020. If you have any questions about this track please email the mini track chair: csuciu@boisestate.edu or ab2893@coventry.ac.uk

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