

16th European Conference on Innovation and Entrepreneurship

Universitário de Lisboa (ISCTE), Portugal

Mini Track on Design Thinking-Driven Innovation in the Context of Corporate Entrepreneurship

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It is widely acknowledged that organisations need to create and sustain cultures that support risk-taking and entrepreneurial behaviour. Corporate Entrepreneurship in particular has continued to gain traction in recent years as a process to develop new business to increase revenue streams and added value in the marketplace. Successful Innovation Management has therefore taken centre stage as a strategy to mitigate risk and create competitive advantages within entrepreneurial business endeavours. Popularised by global design, innovation and management consultancies like IDEO and

McKinsey & Company, design practice has spread its domain of activities over the past decade into wider fields, where the value of the process is equally important to the creation of new products and services. This spread is likely to continue into other domains and so others who are not professional designers may practise Design Thinking.

Arguably today's generic challenge is understanding the contribution of Design Thinking to the discourse of Corporate Entrepreneurship through organisational structures and strategic decision making. In doing so, this might also have something useful to offer to those concerned with innovation management inside organisations. This mini-track is at the interface of Design Thinking, Corporate Entrepreneurship and innovation and aims to address some of the following research questions and themes:

- How can corporate entrepreneurship be supported through the application of Design Thinking to identify and create internal and external entrepreneurial opportunities and ventures?
- What is the influence of Design Thinking on the entrepreneurial innovation management process?
- How can Design Thinking support the development of dynamic, flexible business entities or sustain an innovative environment amid constant change as well as overcoming the friction that occurs between new and existing business domains?



Fraser Bruce is a senior design academic at the University of Dundee with over 20 years of teaching, research and consultancy experience. He is currently the Programme Director for the MSc Product Design course where he delivers specialist lectures and workshops on design thinking, service design and innovation. His research interests lie in the integration of biomimetic design with the practice of product design and innovation management. He has also conducted research that explores the impact of digital technologies and the use of big data in the creative industries.



Sharifa Latter is lecturer and Programme Director of the interdisciplinary MSc Design for Business at the University of Dundee. Her industry experience in business and marketing includes positions held in account management, project and campaign management for international brands in various industries. Her research in this field focuses on the exploration of user/customer-centric innovation as well as consumers' attachments and interactions with design solutions throughout product lifecycles.

Submission details

In the first instance a 300 word abstract is required, to be received by 24 February 2021

Submissions must be made using the online submission form at:

<http://www.academic-conferences.org/conferences/ecie/ecie-abstract-submission/>

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