

## ECIE 2023

### 17th European Conference on Innovation and Entrepreneurship

21 – 22 September 2023, Universidade Portucalense, Porto, Portugal

#### Mini Track on Design Thinking for Business Innovation and Entrepreneurship

**Chair:** Professor Heather Fulford and Dr Carol Air, Robert Gordon University, Aberdeen, UK



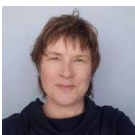
The past few years have been a stark reminder that we live and work in a VUCA world – one characterised by Volatility, Uncertainty, Complexity and Ambiguity. To survive and thrive, businesses in all sectors need, perhaps more than ever before, to identify new ways of working, new business models, and new markets. Innovative thinking and enterprising action are key to adapting and responding to rapidly changing circumstances and contexts. Small-scale start-ups, social enterprises and large business corporations alike have been turning to design thinking tools and techniques to support their business development, business modelling, innovation plans, diversification opportunities, and growth strategies. Many are finding the non-linear, iterative, human-centred features of design thinking approaches well-suited to tackling the complex and multifaceted challenges of the current business environment.

Aiming to bring together academic researchers, business practitioners and enterprise educators, this track will focus on topics including, but not limited to:

- The opportunities and challenges of design thinking for business innovation.
- Design thinking for start-ups
- Case studies applying design thinking in SMEs, large businesses, or organisations in the social purpose sector
- Design thinking for start-ups
- Evaluation of design thinking tools and techniques
- Design thinking in entrepreneurship and innovation university learning and teaching



**Professor Heather Fulford** has experience leading research and knowledge transfer projects with small business and third sector organizations in the UK. Her research interests lie in enterprise and social innovation. Heather is currently leading a project exploring the use of design thinking for business process improvement in SMEs, and is also engaged in a social innovation project work using systems thinking and design thinking approaches. Heather is supervising several doctoral projects focused on aspects of innovation, enterprise and design thinking.



**Dr Carol Air** has a PhD in entrepreneurship and is a Lecturer in purchasing and supply chain management at Aberdeen Business School, in Aberdeen, Scotland. Carol is currently working on a number of business innovation and pedagogical projects in which she is exploring the application of design thinking approaches. Carol is supervising doctoral students undertaking projects in innovation, entrepreneurship and design thinking.

#### Submission details

In the first instance a 300 word abstract is required, to be received by 1 March 2023.

Submissions must be made using the online form at: <http://www.academic-conferences.org/conferences/ecie/ecie-abstract-submission/>

If you have any questions about this track please email the mini track chair: [h.fulford@rgu.ac.uk](mailto:h.fulford@rgu.ac.uk)

See more about ECIE at <http://www.academic-conferences.org/conferences/ecie/>