Section 6.b
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Introduction: Exploring Design Management Learning: Innovate with ‘user’ oriented design and KM perspectives

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Our complex present environment calls for new talents and skills of contemporary managers such as creativity, critical thinking attitude, agile and open innovation, focus on engagement and empowerment. The recent buzz of “Design Thinking” used in management as a creative tool is a good example of the interest being pertinent for leaders and decision makers.

Understanding designerly ways of thinking becomes more and more strategic for leadership. And, design managers have to adapt to this new context of the increased importance of Designers skills in Management Science.

In this track, we discuss topics on:

- Understanding how companies learn and absorb design management knowledge through design experience within and beyond the corporate design function;
- Exploring the influence of design management knowledge on how companies manages design and technological questions;
- Providing evidence of the pertinence of adopting a “user oriented design process” for design management learning in order to fit the needs of different users and evidence for user-centred approach to DM knowledge learning from different stakeholder groups’ viewpoints, including social design and social inclusion.

We thank our authors from eight different countries for the diversity of research presented in this section and the great insights they brought us.
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