Track 4.c Introduction: Transformation IN and BY Design Thinking

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Scholars and practitioners are acknowledging the central role that design can play in innovation (Brown, 2009; Martin, 2009; Verganti, 2009 and 2017; Verganti and Dell’Era, 2014; Liedtka, 2013; Kolko, 2015; Kleinsmann, Valkenburg and Sluijs, 2017). Design is increasingly becoming a strategic source of competitive advantage, to the point that scholars investigate its managerial side and its impact in the creation of value (Capaldo, 2007; Dell’Era and Verganti, 2007 and 2010). Design Thinking, in particular, is making the headlines, with an extremely rapid diffusion in the practice and interest of organizations. Far from being connected with the “form” of products, Design Thinking is accepted as a formal method for creative problem solving, with the intent to foster innovation (Brown, 2009; Martin, 2009; Liedtka, 2015).

This rapid adoption of Design Thinking in practice however has not gone hand in hand with a robust development and diffusion of its theoretical underpinnings. On the practitioner side, Accenture, Deloitte, IBM, KPMG, McKinsey and PricewaterhouseCoopers rank among the most forceful players in acquiring design agencies in order to renew their offering and refresh their approach. Contemporary design thinking is booming in those industries where the digital transformation requires new competences and capabilities for developing delightful digital experiences (Calabretta and Kleinsmann, 2017). On the one hand Design Thinking describes significant transformations highlighting overlaps and synergies with emerging approaches such Design Sprint (Knapp et al., 2016), Agile (Bianchi et al., 2018) or Creative Confidence (Kelley and Kelley, 2010); on the other hand it is considered a fundamental paradigm to lead digital transformations. For this reason, the thematic track “Transformation IN and BY Design Thinking” investigates the evolution of this paradigm in relation to different theoretical lenses:

- Design Thinking and Innovation Theories
- Design Thinking and Creativity Theories
- Design Thinking and Leadership Theories
- Design Thinking and Organizational Theories

References


