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Design for Business: Research – Call for Papers
12–13 May 2015
Melbourne، Australia

The Design for Business: Research program is pleased to invite proposals for research papers and presentations that examine the role of design in building competitive business advantage.

By 'business' we include commercial and not–for–profit enterprises. Many organizations، including governmental departments، cultural organizations، not–for–profit enterprises، and even cities، have adopted business–style management in order to improve their operations. Also، many increasingly use design thinking approaches in order to better understand their stakeholders، to improve their workplaces، to create new experiences for their clients، to minimize the impact that they have on the environment and increase sustainability، or to improve their services، their distribution، or their manufacturing processes.

If you are engaged in research or work in any of these areas، we invite you to submit an abstract of no more than 300 words that address how design as a strategic resource adds value to business.

Abstract Deadline: Wednesday 5 November 2014

Following the success of the 2014 program this conference brings together experts from diverse fields such as design، business، management، marketing and entrepreneurship to present، discuss and debate issues around the role of design in business.

In previous years we have had delegates coming from leading schools، businesses، research centers، design organizations، and universities such as Stanford University، Copenhagen Business School، Aalto University School of Business، Politecnico di Milano، the Glasgow School of Art، Delft University of Technology، Icograda، ARUP، Ehrenberg–Bass، ThinkPlace، Smart Design، FutureBrand، Geyer، VSA Partners، Nike، and others. This is a not–for–profit conference supported by the State Government of Victoria and leading universities. Our publishing partner is the international academic publishing house Intellect Books and Journals، in association with the University of Chicago Press.

Design for Business: Research is a premier international research program held annually by agIdeas and Design Matters Victoria as part of the Melbourne International Design Week. The 2015 program has been updated to include a Round Table Symposium، providing opportunities for completed work and the sharing of work in progress.

For further information about the Design for Business: Research program and how to prepare your submission visit
www.agideas.net/design–for–business–2/research–conference/

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