CINet CONFERENCE 2020

**PRACTICING CONTINOUS INNOVATION IN DIGITAL ECOSYSTEMS**

TRACK

**“DESIGN THINKING AND CONTINUOUS INNOVATION”**

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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; Liedtka, 2013; Kolko, 2015). 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 (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 (Magistretti et al., 2019) 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 “Design Thinking and Continous Innovation” will investigate the evolution of this paradigm and its ability to face contemporary challenges. In particular, the interest is on pointing out the impact that the adoption of Design Thinking in different industries causes on the process, phases, and tools adopted. Moreover, the track aims at enriching the knowledge of both designers and researchers on the decision of adoption. Indeed, in today's society, there is a lot of interest on Design Thinking but more knowledge is needed on the intrinsic project characteristics that would really justify the adoption of the Design Thinking paradigm (Micheli et al., 2018; Dell’Era et al., 2020).

Finally, it aims at better understanding what are the capabilities and attitudes needed for the different evolutions of Design Thinking. As a matter of fact, it is evident how Design Thinking can be adopted for several different reasons such as the creation of new solutions or the digital transformation and this deeply influence the team composition and the capabilities necessary to be effective in delivering the project.

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