Victoria Management School Seminar

Towards a Design-Based View of Strategic Management

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Proposal presentation for full PhD registration

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Boardroom, Level 12, Rutherford House, Pipitea Campus

ALL WELCOME

The design professions attract an increasing amount of interest in strategic management literature thanks in part to the success of companies identified as following *design-led* strategies. However, it is important to note that this is not the first time that strategy and management writers have sought to draw inspiration from design. Three distinct perspectives of design thinking can be discerned in a broad review of the strategic management literature: the 'Design School' of strategic management, the 'Design Science' perspective and what Esslinger (2009) calls the (more current) 'Design Evangelist' perspective. However, while all offer useful contributions, each perspective tends to over simplify design, hence overlooking potentially rich and useful zones of understanding. Consequently, we possess an incomplete picture of what design thinking means and how it could, or should, be used to advance theory and practice in strategy. This study seeks to undertake more in-depth exploratory research into the potential for more fruitful linkages between design and strategic management. To do this a sample of over 25000 journal articles in strategic management will be analysed through the use of Leximancer™ textual analysis software to examine the trends and events that have led to touch points between design and strategy in the past. Then this research will explore and examine retrospective data from the fields of design and strategic management in order to build a more in-depth, cross-pollinatory understanding of the design-strategy relationship. It will then discuss the findings and consider the potential and implications of a more design-based view of strategic management. It is anticipated that this study will contribute to knowledge in two ways. Firstly, methodologically via the use of Leximancer™ in examining historical data of two distinct fields simultaneously; and secondly, via the development of a more complete view of the role that design thinking could bring to strategic management.