PhD Title:

Keywords:
Saudi Arabia, Strategy, Innovation, Creativity, design, culture, knowledge.

Research Abstract:
Saudi Arabia is the birthplace of Islam, encompassing most of the Arabian Peninsula. It is a blessed country for two billion Muslims worldwide where the two holy mosques; the most sacred places, are located. On the other hand, Saudi Arabia hopes to be one of the top knowledge economics and competitive countries due to its multi-opportunities such as youth majority, culture productivity and diversity of natural resources including oil, sand and palm trees. However, Saudis today are large-minded, and they have optimistic views of the world through social media, traveling and an amazing scholarship program with top universities worldwide. Saudis are looking forward with high hopes for supporting strategies with different ideas for their creative, innovative, and design abilities, and to acquire a respected place among the advanced nations in design and innovation. However, supporting design and innovation in Saudi Arabia should be further inspired by its history, religion, and culture.

Research Methodology:
This research takes three topics through three qualitative approaches to reach its goal and objectives:
1. it will conduct religion wisdom, indigenous knowledge and cultural activities of Saudi Arabia based on literature review and content analysis;
2. it will conduct three innovative case studies based on analysis and synthesis observation in order to find creativity knowledge that has been integrated and implemented;
3. it will conduct interviews with Saudi-educated persons in order to know their opinions regarding the culture, as one of the innovation strategies that supports Saudi knowledge and economic plan as well as an innovative approach with diverse income sources.

Results / outcomes:
1. To contemplate Islamic wisdom and Arab thought for establishing model generate knowledge-based creativity to encourage Saudi Arabian competitiveness towards innovation and design.
2. To upgrade the Bellagio Mandala model of culture-based innovation for accepting specific creative input knowledge (step one), generating innovative national brand outputs to support Saudi Arabia’s designers, artisans, and entrepreneurs.
3. To integrate the knowledge-based creativity (step one) and culture-based innovation (step two) through a holistic design model driven by multidisciplinary thinking. This approach would use an interaction and intervention platform between the creative mind and innovative behaviour.

Key Publications: