PhD Research | School of Design | The Hong Kong Polytechnic University

PhD Title:

Keywords:
Shared value, design, business strategy, creativity.

Research Abstract:
In a fast changing economic system, society and design trend, boundaries of many businesses, activities, and value systems become more complex and blurry. Furthermore, role of design is changing towards more systematic, strategic, and holistic level. The research explores across shared boundaries between creating business, social and design values. Inspired by Porter and Kramer’s CSV (Creating Shared Value), as a business strategy, the research aims to discover when and how collaborative solutions, especially when design thinking becomes one more added value, result synergy effects in creating shared values. Also, the research will review what the key success factors of shared value cases are to propose a tool and guideline that facilitate more systematic and innovative process to create shared value.

Research Methodology:
To explore and to define research problem and solution, a series of cases studies of existing shared value is conducted. It is iterative and co-evolving research process of interpreting problems, and constructing ideal solutions for creating business, social and design value collectively. Moreover, the cases studies consist of various qualitative methods such as literature reviews and in-depth interviews for analysis on success factors of shared value. While the earlier phase of the research is subjective interpretation of problems and solutions. Validation of a final solution is expected to be more quantitatively addressed, on the other words, more objectively interpreted.